26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION FEBRUARY 25, 1957 35¢ PER COPY

THIS ISSUE: COMPLETE INDEX PAGE 10

rnabout: CBS Radio puts premium on daytime rates Page 27
the news: Spot radio is causing talk—all good Page 30
T exclusive: Pastore gets behind 5-year licenses Page 44
rush of awards: Freedoms Foundation, Brotherhood Page 86

Brighter day for radio

The word on spot buying

Chance for longer licenses

20.2% Drug Dominance

Market figures prove families living in WXEX-TV Grade B area spend 20.2% more on drugs* than families in Grade B area of any other RICHMOND market TV station

Amount Spent on Drugs by Grade B Area Families

WXEX-TV	$12,205,000
Station B	$10,130,000
Station C	$10,155,000

* Cosmetics, toiletries, hair preparations, packaged medications

Source: Sidney Hollander Associates

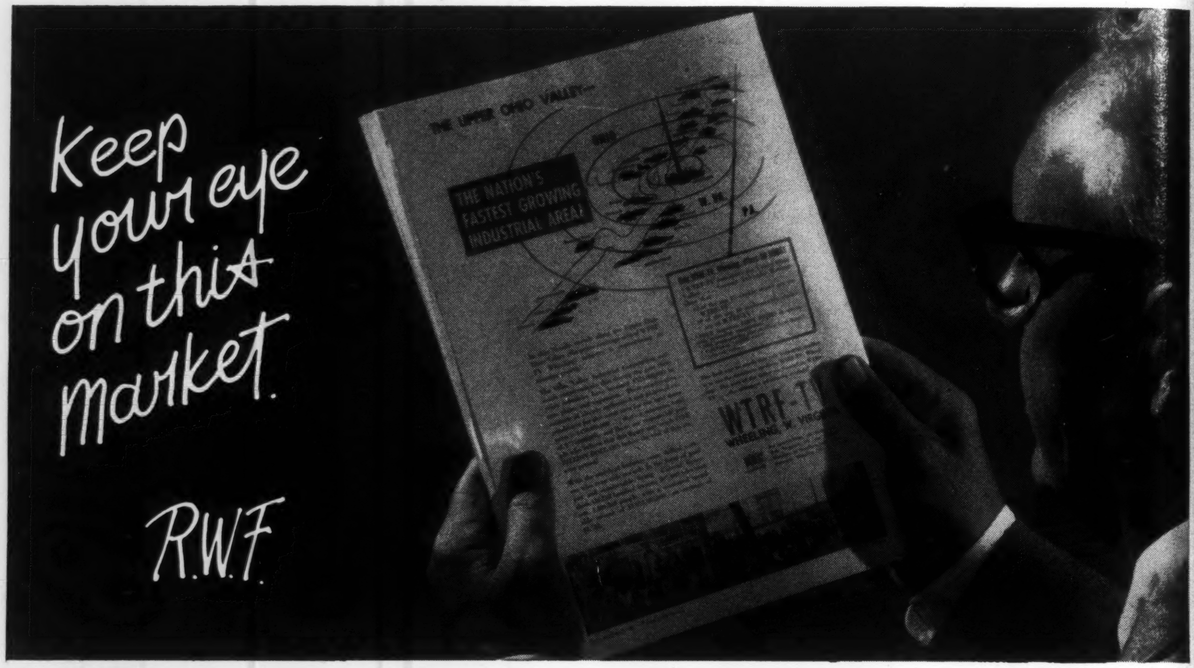
WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.


Keep your eye on this market.
R.W.F.
THE UPPER OHIO VALLEY
THE NATION'S FASTEST GROWING INDUSTRIAL AREA!
WTRF-TV
WHEELING, W. VIRGINIA

THE WHEELING MARKET IS ONE OF THE FASTEST GROWING MARKETS IN AMERICA!

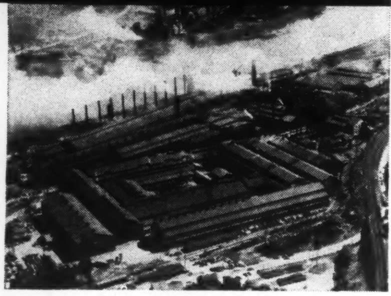
Take a good long look at this important Wheeling market. Many of America's leading industries have—and liked what they saw. That's why they are investing 450 MILLION DOLLARS in proposed expenditures for the next 3 years.

When you do take that long look you will find that the most economical and most effective way of reaching the 1,409,300 people in the upper Ohio valley, having an annual income of TWO BILLION DOLLARS. is via WTRF-TV, Wheeling, W. Va. In audience—in Power—in Promotion—WTRF-TV dominates. Rates, availabilities and market data on request.

"a station worth watching"

Wheeling 7, West Virginia

CHANNEL



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

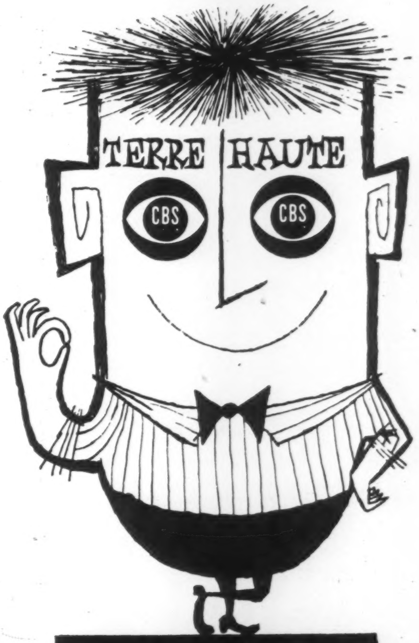
316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

More Clients are using Terre Haute as their Test Market!

TERRE HAUTE IS A GREAT TEST MARKET!



- Indiana's 2nd Largest TV Market
- 251,970 TV Homes
- CBS, NBC, ABC Networks

TERRE HAUTE, INDIANA

10 CBS

WTHI - TV

and RADIO, too!

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

T.M.—CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD 1080 CBS

Delivers the . . .

*GREATEST COVERAGE

BY FAR . . . . . OF ANY STATION IN THE ENTIRE STATE OF TEXAS

ACCORDING TO A. C. NIELSEN

***THERE ARE 1,530,400 HOMES IN THE AREA SERVED BY KRLD RADIO**

KRLD is located centrally in Texas' richest and most progressive area. There are few natural barriers to impede its full-time 50,000 watt signal. KRLD gives you very adequate coverage of much of America's Southwest and West . . . at a very reasonable cost. Your advertising dollar buys more on KRLD Radio, Dallas, because you get . . .

1. ***MORE COVERAGE***
2. ***HIGHER RATINGS***
3. ***LOWER COST PER 1000***

These three important factors combined make KRLD . . .

The Biggest Buy . . .
. . . in the Biggest Market
. . . in the Biggest State

KRLD is the only Full-Time
50,000 Watt Station
in the Dallas-Fort Worth area

KRLD

RADIO • 1080
CBS
FOR DALLAS AND FT. WORTH

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON *Chairman of the Board*	CLYDE W. REMBERT *President*

closed circuit®

SECRET JURY • Federal grand jury to probe certain undefined aspects of television has been impaneled in New York, but efforts to ascertain scope proved unavailing. Likelihood is, however, that it's on manufacturing rather than network broadcasting side, although it's open secret that Antitrust Division of Justice Dept. for months has been investigating network-advertiser-agency-programming relationships. But informed opinion last week was that months may elapse before decision can be made on network inquiry.

B•T

SPECULATION centered upon possibility that grand jury might inquire into joint manufacturing-broadcasting operations at network and individual station levels, or into patent structure in television field. One informed report was that prospective jurors were questioned on identity with television networks, programming and even agency associations. Now pending in Philadelphia is antitrust suit involving NBC-Westinghouse exchange of radio-tv outlets in Cleveland and Philadelphia, alleging coercion by RCA-NBC.

B•T

WHOPPER IN MAKING • Biggest single radio station sale in history could jell within fortnight through transfer of fabulously successful WNEW New York to one of two present bidders. Figure talked about (in neighborhood of $7.5 million) would exceed previous record $5.3 million paid by Westinghouse Broadcasting Co. for WIND Chicago.

B•T

UNDERSTOOD to be negotiating are DuMont Broadcasting Corp. (licensee of WABD (TV) New York and WTTG (TV) Washington), spun-off last year from DuMont Laboratories Inc. Carl M. Loeb, Rhodes & Co., which now holds slightly in excess of 1/3 of WNEW Broadcasting Co. Inc., is negotiating in behalf of DuMont Broadcasting, in which investment firm now holds substantial interest. Richard D. Buckley, president-general manager of WNEW, would continue as directing head, it's understood, but would relinquish his approximate 1/4 holdings in WNEW in exchange for substantial stock holdings in DuMont Broadcasting. Other bidder reportedly is Transcontinent Television Corp., which owns WROC-TV Rochester and 50% of WSVA-AM-TV Harrisonburg, Va. If this sale materializes, Mr. Buckley would continue his approximate 25% ownership interest and managerial status.

B•T

WAITING LIST • Guessing game on FCC chairmanship continues on Washington front, with odds favoring voluntary retirement of George C. McConnaughey prior to expiration of his term June 30. Officially, chairman has said that he has been offered reappointment by President Eisenhower but is undecided (see story page 56). Unofficially, word is that he will return to law practice, with offices both in his native Columbus, Ohio, and in Washintgon.

B•T

LOGICAL speculation is that Comr. John C. Doerfer, Wisconsin Republican, will "rotate" into chairmanship if vacancy occurs. Among new names heard for vacancy (or for chairmanship) include Lyle C. Newcomer, 46-year-old Los Angeles attorney who was co-chairman of Sen. Tom Kuchel's campaign in 1956; former Ohio Sen. George H. Bender, defeated by Democratic Gov. Frank J. Lausche in November elections, and FCC General Counsel Warren G. Baker, who previously had been in running for chairmanship of Civil Aeronautics Board. Previously mentioned in running are broadcaster George Clinton, WPAR Parkersburg, W. Va., former Rep. Harris Ellsworth, of Oregon, who since has been named chairman of Civil Service Commission, and Samuel Leonara Golan, since 1953 U. S. member of International Boundary Commission (U. S., Alaska and Canada).

B•T

AIDE TO QUIT • Robert D. L'Heureux, administrative assistant to FCC Chairman George C. McConnaughey, will resign Sept. 1 to enter private law practice in Washington. Mr. L'Heureux, who joined FCC in January 1956, is former counsel to Senate Commerce and Banking committees and native of New Hampshire. In FCC job, he has been Commission's liaison with congressmen and senators—and during past 12 months has been kept hopping.

B•T

RALPH W. NIMMONS, who resigned last year as manager of WFAA-TV Dallas, joins new ch. 12 WFGA-TV Jacksonville March 1 as general sales manager.

B•T

SUSCRIPTION TV • After FCC spent two hours last Thursday on subscription tv, examining Broadcast Bureau attorneys' digest of voluminous data in its hands in response to formal request, Commission decided to hold final briefing on subject March 4—day before full Commission testifies before Senate Commerce Committee with toll tv one of major topics. Staff report, submitted in principal by attorney Louis C. Stephens, contained no conclusions, but commissioners plied Mr. Stephens and his associates with questions.

B•T

PRESUMABLY FCC will instruct staff on its judgment as to how to proceed after indoctrination course on digest is completed March 4. There's no clear-cut view yet, though it's known that one or perhaps more members would be disposed to authorize limited experiment in toll tv. Serious question has arisen as to whether toll tv constitutes "broadcasting" or is, in fact, common carrier activity, since public would pay charge and there would have to be some kind of rate supervision.

B•T

TOLL TEST • Unless strong opposition develops in some unforeseen manner or from unknown quarters as of Friday, Senate Commerce Committee staff report urging "large scale" test of subscription tv will be accepted by members of committee in their meeting on Feb. 27 [B•T, Feb. 18].

B•T

AFTER sampling some agency opinion, Pulse Inc. now thinks it's on right track in planning to supply U. S. clients with "commercial remembrance" figures as part of its monthly tv rating service. Under Pulse's belt is one-year experience in supplying such data to its English customers. Through its overseas branch in London, Pulse works up figures on remembrance of advertising messages placed on England's commercial television.

B•T

FILM BOOMLET • Substantial increase in sales staff reportedly planned at CBS Television Film Sales as business boomlet appears in its syndication operation. With billings already at record high and expected to climb even higher, syndicator has six more shows coming up (see earlier story, page 80).

B•T

PEOPLE-TO-PEOPLE Foundation Inc., project to further international goodwill and understanding (B•T, Feb. 11), shortly is expected to name staff executive to get radio-tv end of project launched. Likelihood is that Howard Bell, assistant to NARTB President Harold E. Fellows, will be named to post—resigning or taking leave of absence from NARTB. Co-chairmen of Radio-Tv Committee are CBS Inc. President Frank Stanton and NARTB President Fellows.

B•T

NEW STORER DEAL • Application expected to be filed this week for FCC approval of Storer Broadcasting Co.'s $5.4 million purchase of ch. 12 WPFH (TV) Wilmington, Del., and WIBG-AM-FM Philadelphia from Paul F. Harron and associates. Question remains whether Storer has made arrangements to sell one of his present vhf tv stations in order to keep within FCC's five vhf maximum. Undetermined is status of Storer's $6.5 million sale of WAGA-AM-FM-TV Atlanta, Ga., to Washington Post Co. (WTOP-AM-FM-TV Washington and WMBR-AM-TV Jacksonville, Fla.). This sale, extended once, ran out Feb. 15—but there are inferences cancellation may be in abeyance pending FCC action in Wilmington-Philadelphia transaction.

What kind of a man are you?
Trendex? Nielsen? Hooper? Pulse?

Whatever report you like best, you can use it to buy prime availabilities in many first-place segments on WDGY.

Make sure you buy Minneapolis-St. Paul with *new* audience data. Don't pursue old, out-dated information, which won't tell you, for example, that **Trendex now has WDGY in first place in audience, morning, afternoon, and all day.**

Storz Station programming has brought drastic change to the Twin Cities audience picture, so much so that whatever survey you prefer, you're in for a good time when you buy WDGY. Consult Blair, or talk new figures with WDGY General Manager Steve Labunski.

WDGY *50,000 watts and a nearly perfect-circle daytime signal*
MINNEAPOLIS-ST. PAUL

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.

at deadline

COMMERCE COMMITTEE DIFFERENCES SAVE FCC FROM SCOLDING—AT LEAST FOR NOW

FCC members might have been chastised for purported lethargy on deintermixture and relief for uhf had not members of Senate Commerce Committee split on proposed letter drafted by Senate staff. Consequence: Letter has not yet been sent.

Draft notes committee learned in business press that FCC is about to act in group of pending proceedings. The drafted letter goes on to say that "after some unfortunate delay" in taking action promised June 25, 1956, members of Commission "are now in a position to begin taking concrete steps toward at least partial achievement of the interim objectives." Hope is voiced that by March 5, when FCC will appear before committee with report on its actions, it will have made significant progress in concluding the first round of proceedings "which you instituted last June" and will advise on next steps proposed to be taken.

Unsent letter is said to cite statements in committee's July 23, 1956, report hoping for quick action on deintermixture and showing of FCC's "sincere interest in the possibility of an all-uhf television system" through deintermixture relief for uhf stations.

Draft explains committee assumes FCC is working out solution nationwide in scope and designed to significantly stimulate the conversion of vhf receivers, the increased sale of combination uhf-vhf sets, the improvement of uhf transmitting and receiving equipment and the elimination of uhf equipment cost differentials.

It's explained that committee has no desire to comment on any pending proceedings before FCC "though they are legislative rather than judicial in character." Letter raises questions covering "sound basic policy for achieving deintermixture on the broadest possible scale" and asks commissioners' views on these questions:

Does FCC policy aim to preserve as all-uhf every area where no vhf station operates? How about FCC majority claims Commission has power to withdraw grant of a first vhf channel in otherwise all-uhf area? To what extent does policy preserve uhf set conversions by making uhf markets either all or predominantly uhf? Does policy seek to strengthen uhf nationally by making shift to all predominant uhf service in cases where there is alternative of making market predominantly uhf or vhf? How far has FCC gone in keeping or creating all or predominant uhf service in largest possible markets?

ABC, NBC Tv Networks Still Hot in Program Planning

ABC-NBC battle for advertisers' dollars continued with disclosure Friday of further fall programming plans of both networks. Making rounds of agency circles is ABC-TV plan for hour-long *Gary Cooper Western Theatre*, film series especially for tv. Mr. Cooper would serve as host and, if program plans are finalized Allied Artists will produce.

Possible time periods being discussed for *Cooper Theatre* include Thursdays at 8 p.m. and Sundays at 7:30 p.m., which would place second half-hour directly opposite highly-rated Ed Sullivan (CBS-TV) and Steve Allen (NBC-TV). Assuming deal goes through, agency spokesmen expect quick pick-up by sponsors, *a la* new Frank Sinatra (Chesterfield), Mike Wallace (Philip Morris) and Pat Boone (Chevrolet) series slated for fall on ABC-TV.

NBC plans more mystery-adventure type shows, including westerns, next fall. Sunday night programming expected to highlight variety rather than drama. Several "fairy tale" spectaculars, designed primarily for children, are planned for fall with Fred Coe as producer.

Idea of scheduling regular 90-minute feature (similar to CBS-TV's *Playhouse 90*) has been abandoned by NBC-TV. Reason: network feels station breaks are hindrance and that it's simpler to sell hour show than 90 minutes. This means *Robert Montgomery Presents*, which is being replaced in Monday night slot by *Crisis* (see story page 80) and had been considered for possible expansion to 90 minutes, will be retained as hour show with new time period.

Harris Says He'll Continue As Subcommittee Chairman

CHAIRMAN Oren Harris (D-Ark.) of House Interstate & Foreign Commerce Committee, who succeeded late Percy Priest in post, announced he would continue as chairman of Transportation & Communications Subcommittee. Subcommittee has broadcasting and other communications under jurisdiction.

Chairman named these members to subcommittee: Democrats—Kenneth A. Roberts (Ala.), Harley O. Staggers (W. Va.), Walter Rogers (Tex.), Samuel N. Friedel (Md.), John J. Flint Jr. (Ga.), Torbert H. MacDonald (Mass.); Republicans—Charles A. Wolverton (N. J.), Joseph P. O'Hara (Minn.), Robert Hale (Me.), William L. Springer (Ill.), Steven Derounian (N. Y.), J. Arthur Younger (Calif.).

OOPS . . . . .!

PHONE RANG at 2:30 Friday morning and home owner blearily stumbled out of bed to answer as wife trembled at imminent bad news. "Hello," said sweet young voice, "this is a survey, are you listening to W———?" "What in the world," expostulated now fully awakened respondent, "how many people do you think are up listening to the radio at this hour?" "Oh," replied voice, "W——— operates all night." "Madam," replied by now completely irate answerer, "Not only am I not up listening to the radio but I happen to work for the FCC." "Gulp" went the caller at the other end, as telephone was gently cradled. At last report FCC'er was still steaming.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

BACK WITH BANG • Lever Brothers Co. (Lifebuoy soap), N. Y., returning to radio spots in big way for first time in about three years, with announcement of campaign in approximately 100 markets, starting March 11 for 30 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

GREY GETS GLAMUR • Glamur Products Inc., Syracuse, N. Y., names Grey Adv., N. Y., to handle advertising for Easy Glamur rug and fabric cleaners. Advertiser has used radio and tv spots.

SPLIT SPECULATED • Reports that Pabst Brewing Co. and agency, Leo Burnett Co., may go separate ways are rampant again. It's known about half-dozen other agencies have made casual inquiries of client and that Pabst has not been uninterested, though it's understood company is not actively receptive to agency change pending outcome of test campaigning now underway. Pabst budget is about $6 million (see story page 36).

SPOT SUPPLEMENT • E. I. DuPont de Nemours & Co. (Dupont paints) Wilmington, Del., planning to supplement television network show with radio spot announcement campaign in about 50 markets. Contracts, to start April 1 for 13 weeks, are being placed through BBDO, N. Y.

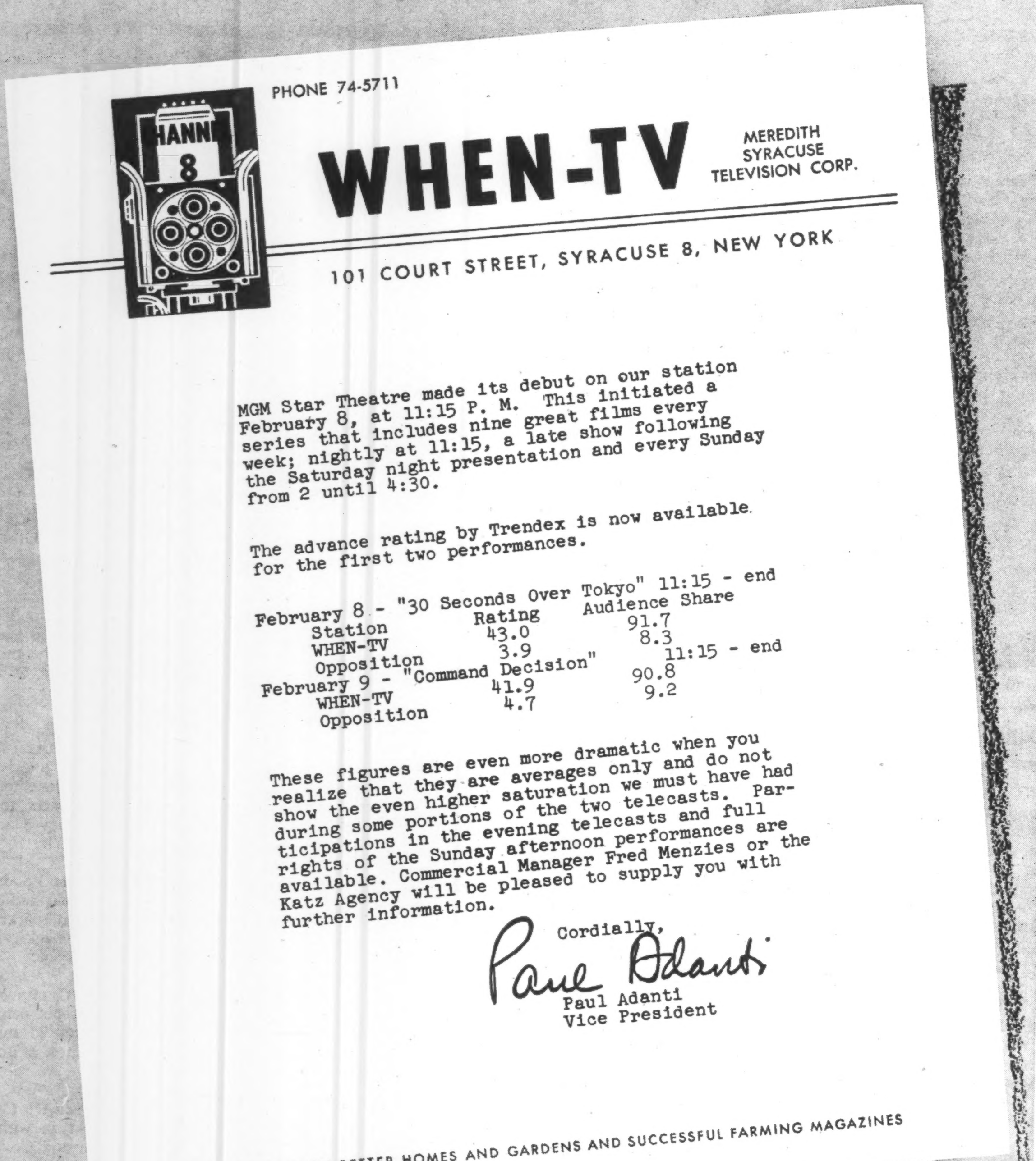
BEST FOOD BUYS • Best Foods (Hellman's mayonnaise), N. Y., starting radio spot campaign mid-March in several markets. Contract runs from four to eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

PETROLEUM PUSH • Continental Oil Co., Houston, preparing radio spot campaign to be launched April 3 in about 25 markets. Contracts, placed through Benton & Bowles, N. Y., are for four weeks.

PLANS FIRMING • Seven-Up Co. expects to have spot radio-tv plans firm within fortnight, through J. Walter Thompson Co. Purchase of half sponsorship of Walt Disney's *Zorro* on ABC-TV this fall [B•T, Feb. 18] probably means less money for spot, it's acknowledged, with monies diverted from company's *Soldiers of Fortune*, on 140 stations, which goes off in June. In effect, *Zorro* announcement constituted shift from spot (syndicated "Fortune" package) to network, raising eyebrows of good many station representatives in both cities.

AGENCY AGITATED • Flurry of conflicting trade reports on Anheuser-Busch (Budweiser) spot radio-tv plans source of agitation in some quarters at D'Arcy Adv. Co., St. Louis, with media split as nub of confusion. Facts are: (1) Budweiser has $3.8 million for broadcast media

Continues on page 9



PHONE 74-5711

WHEN-TV

MEREDITH
SYRACUSE
TELEVISION CORP.

101 COURT STREET, SYRACUSE 8, NEW YORK

MGM Star Theatre made its debut on our station February 8, at 11:15 P. M. This initiated a series that includes nine great films every week; nightly at 11:15, a late show following the Saturday night presentation and every Sunday from 2 until 4:30.

The advance rating by Trendex is now available for the first two performances.

February 8 - "30 Seconds Over Tokyo" 11:15 - end

Station	Rating	Audience Share
WHEN-TV	43.0	91.7
Opposition	3.9	8.3

February 9 - "Command Decision" 11:15 - end

WHEN-TV	41.9	90.8
Opposition	4.7	9.2

These figures are even more dramatic when you realize that they are averages only and do not show the even higher saturation we must have had during some portions of the two telecasts. Participations in the evening telecasts and full rights of the Sunday afternoon performances are available. Commercial Manager Fred Menzies or the Katz Agency will be pleased to supply you with further information.

Cordially,

Paul Adanti

Paul Adanti
Vice President

AFFILIATED WITH BETTER HOMES AND GARDENS AND SUCCESSFUL FARMING MAGAZINES

MEREDITH STATIONS

KCMO and KCMO-TV, Kansas City • KPHO and KPHO-TV, Phoenix

WOW and WOW-TV, Omaha • WHEN and WHEN-TV, Syracuse

at deadline

Ex-Employes Charge Speculators Are Running Crowell-Collier

IN STATEMENT to be released publicly today (Mon.), Employees Committee, speaking on behalf of 2,300 ex-employes, charges that Crowell-Collier Pub. Co. (for earlier story, see page 75) is presently controlled by small group of speculators (headed by Chicago financier J. Patrick Lannan) whose profits on liquidation of two magazines "may mount to millions at the expense of people who have given a lifetime of service," and that as result of this liquidation, Crowell-Collier stock has nearly doubled since mid-December. Ex-employes are also seeking (in addition to settlement) congressional investigation "of the means whereby the speculative group now in control obtained this power only a few days before [liquidation]." Employes group gives as address that of its attorneys, Landis, Taylor & Scoll.

Meanwhile, ex-*American* magazine editor Sumner Blossom, vice president of corporation who was named chief executive officer by board last week succeeding Paul C. Smith, said that suit would have been unnecessary had committee "held its horses." Although admitting neither he nor C-C legal counsel (Moynihan & Wachsmith, New York) had as yet "fully digested the complaint's contents," Mr. Blossom contended that while firm was in squeeze for hard cash, C-C "surely would have honored its obligations—in time." Now, Mr. Blossom added, matter is out of his hands.

He also denied allegations in complaint that "promise" was made, saying matter never formally came before board-in-session during Mr. Smith's last days, and that on Jan. 4, "no promise was made for settlement, only an agreement to explore the possibility of a settlement." Mr. Blossom added that his firm was in "impossible situation." On one hand it hasn't cash to pay employes' demands, on other, it would face possibility of stockholder suit should C-C agree to settle with employes. Formal statement from Crowell-Collier and its attorneys expected later this week.

Storer Profit $5,517,206

YEAREND REPORT by Storer Broadcasting Co., issued Friday, showed 1956 net earnings after taxes of $5,517,206, equal to $2.23 per share, compared to 1955's $4,277,928 or $1.73 per share. Fourth quarter 1956 net earnings after taxes amounted to $1,605,742, or 65 cents per share compared to 1955 earnings of $1,466,159 or 59 cents per share. Retained earnings after dividends, statement indicated, were $1.47 in 1956 compared with $1.22 in 1955. In 1955, also, Storer paid out $52,500 in preferred dividends. There are 2,474,750 shares of common and B common stock outstanding, report noted.

Hyde to Speak on Treaty

FCC Comr. Rosel H. Hyde will discuss highlights of U. S.-Mexico standard broadcasting treaty [B•T, Feb. 11] at Thursday luncheon of Federal Communications Bar Assn. at Willard Hotel in Washington. Reservations should be made with E. Stratford Smith, Welch, Mott & Morgan, Washington.

Kennedy Praises VOD Contest; Awards Presented to Winners

WORLD FREEDOM and democratic way of life are effectively promoted by Voice of Democracy contest, Sen. John F. Kennedy (D-Mass.), said Friday morning in formally announcing winners of annual contest (early story page 40). Scholarships and other awards were presented to each of four contestants in ceremony at Sylvan Theatre on Washington Monument grounds.

Sen. Kennedy paid special tribute to 48 national-territorial winners who did not receive scholarships, congratulating them on their entries. He was one of board of judges that picked four winners from 12 semi-finalists. He told VOD contestants Sen. Frank Church (D., Idaho), 32-year-old legislator, had won similar contest several years ago.

Band from Navy Dept. and Army Color Guard took part in ceremonies. Four winners placed wreath at base of monument, honoring Washington on 225th birthday anniversary. NARTB President Harold E. Fellows said VOD contest symbolizes true spirit of American democracy. Entire group of 52 VOD student guests toured Mt. Vernon Friday afternoon and attended presentation banquet Friday night at Sheraton Park Hotel, Washington.

Ionospheric Transmission Ready For Routine Radio Use—ODM

RADIO communication by ionospheric scatter propagation has progressed to point where it is ready for routine operations, Office of Defense Mobilization announced.

Vhf bands are used in ionospheric scatter circuits. They give usable signals up to 1,500 miles. Forward scatter is accomplished by transmitting very high-powered directional signals toward ionized layers above earth's surface. Signals are reradiated downward toward earth in extremely weak form, but are capable of being received through use of large, directionalized parabola antennas and highly sensitive receivers.

Gets Out, Makes Money

WITHDRAWAL from radio-tv set field in 1954 and "broad diversification" program cited by Stewart-Warner Corp. Friday as factors in higher earnings and sales reported by company for 1956. Firm announced earnings of $6,163,217 and total sales of $113,810,460. Among new activities of S-W are facsimile transmission, electronic computers and railroad electronic control systems.

UPCOMING

Feb. 26: RCA Consulting Engineers' Seminar, Hotel Statler, Washington, D. C.

Feb. 27: United Press Broadcasters of Massachusetts, Putnam and Thurston's Restaurant, Worcester, Mass.

Feb. 27-March 1: Westinghouse public service clinic, Hotel Statler and WBZ studios, Boston.

March 1: Oklahoma Broadcasting Assn., Youngblood Hotel, Enid.

For other Upcomings see page 137

PEOPLE

LARRY LESUEUR, CBS News' United Nations correspondent to be presented tomorrow (Tues.) with Heights Achievement Award at dinner of New York U. Alumni Assn.

H. H. DOBBERTEEN, vice president and director of media, Bryan, Houston, N. Y., is to speak tomorrow (Tues.) on media planning before the Radio & Television Executives Society in New York.

ARTHUR TOPOL, timebuyer with Dowd, Redfield & Johnstone, N. Y., joins Donahue & Coe, N. Y., today (Mon.) in same capacity.

DENNIS G. BEAUMONT, formerly with Cormack-Imse Inc., Milwaukee advertising agency, to media staff of Ruthrauff & Ryan Inc., Chicago.

• BUSINESS BRIEFLY

Continues from page 7

alone, not overall advertising budget: (2) company is buying time on market-by-market basis, with no clear indication of exact radio-tv split ascertainable before April 1. Best guess is that radio will get slightly larger share.

SWEET BUSINESS • American Sugar Co. (Domino sugar), N. Y., to use radio and television spot announcement campaign in its usual 65 distribution markets. Television campaign to break about March 11 for five weeks, radio schedule to start at end of March. Ted Bates & Co., N. Y., is agency.

FTC Cases Against False Ads Due Soon, Says Harold Scott

T. HAROLD SCOTT, radio-tv unit chief for FTC, said Friday that first cases against broadcast advertisers using false and misleading advertising "will be brought up soon."

Mr. Scott said chief complaints involve commercials that disparage another product.

Earlier in the week, FCC had announced an arrangement with FTC by which the FCC will be informed about FTC complaints against radio and tv advertising, which then will be forwarded to stations concerned (see story, page 58).

New Orleans Department Store Goes for MCA-TV Sales Pitch

MCA-TV Film Syndication Div. Friday reported that *Crusader* tv film series has been sold to Maison Blanche department store, New Orleans, for 52 weeks, starting May 14 on New Orleans station not as yet selected. Sale said to be most recent department store business signed since MCA-TV earlier this month distributed more than 2,000 copies of "Cheaper by the Million," 24-page brochure, to department stores in U. S. and Canada to counteract "myth" of newspaper superiority to tv in moving merchandise. Agency for Maison Blanche is Fitzgerald Adv., New Orleans.

Bill Hits False Distress Calls

REP. Francis E. Dorn (R-N. Y.) introduced bill (HR-5045) in House designed to increase penalty for transmitting false distress signals. Measure would amend Communications Act to provide fine of not more than $10,000 and imprisonment up to 10 years, or both, for violators. Bill, similar to one introduced last year by Rep. Dorn, has support of interested agencies.

the week in brief

CBS RADIO DAY RATE RAISED

And night goes down third in first major network adjustment in two years. Change now depends on approval by 85% of affiliates 27

RALSTON'S SALES SOARING

Abandonment of premiums from packaged cereals and concentration of 80% of $3 million budget in radio-tv produces steady improvement 28

BBDO AIMS FOR $200 MILLION

Agency expects to pass $194.5 million billed in 1956, Bruce Barton says. Radio had 5.9%, tv 33.5% of total billings during year 29

SPONSORS LIKE BASEBALL RADIO

Radio Advertising Bureau finds 98% of baseball stations have advertisers for play-by-play. Breweries, petroleum, autos head the list 31

STATE PRESIDENTS END SESSION

FCC Chairman McConnaughey calls for continued progress in programming and favors five-year renewals. Fellows cites 10 industry problems 38

PASTORE URGES 5-YEAR RENEWALS

He might even favor permanent pacts for stations, senator informs B•T. Fears uhf faces difficult future unless deintermixture proceeds 44

FCC-FTC SET UP LIAISON

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***Reg. U. S. Patent Office**

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At Kelly Air Force Base in San Antonio is the largest aircraft hanger of its type in America—over 2,000 feet long—for maintaining our nation's growing air power. San Antonio is growing, too, with total retail sales which now surpass the entire retail sales of Delaware, Nevada, New Hampshire, Vermont, or Wyoming.

KENS-TV

EXPRESS-NEWS STATION

5

CBS

IN EACH TELEVISION MARKET
THERE IS **ONLY ONE LEADER.**
IN SAN ANTONIO, IT'S **KENS-TV**

SAN ANTONIO, TEXAS

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

*N. Y. Herald Tribune, 1-20-57
**Nielsen Coverage Study #2, updated to 2-1-57
***Latest ARB

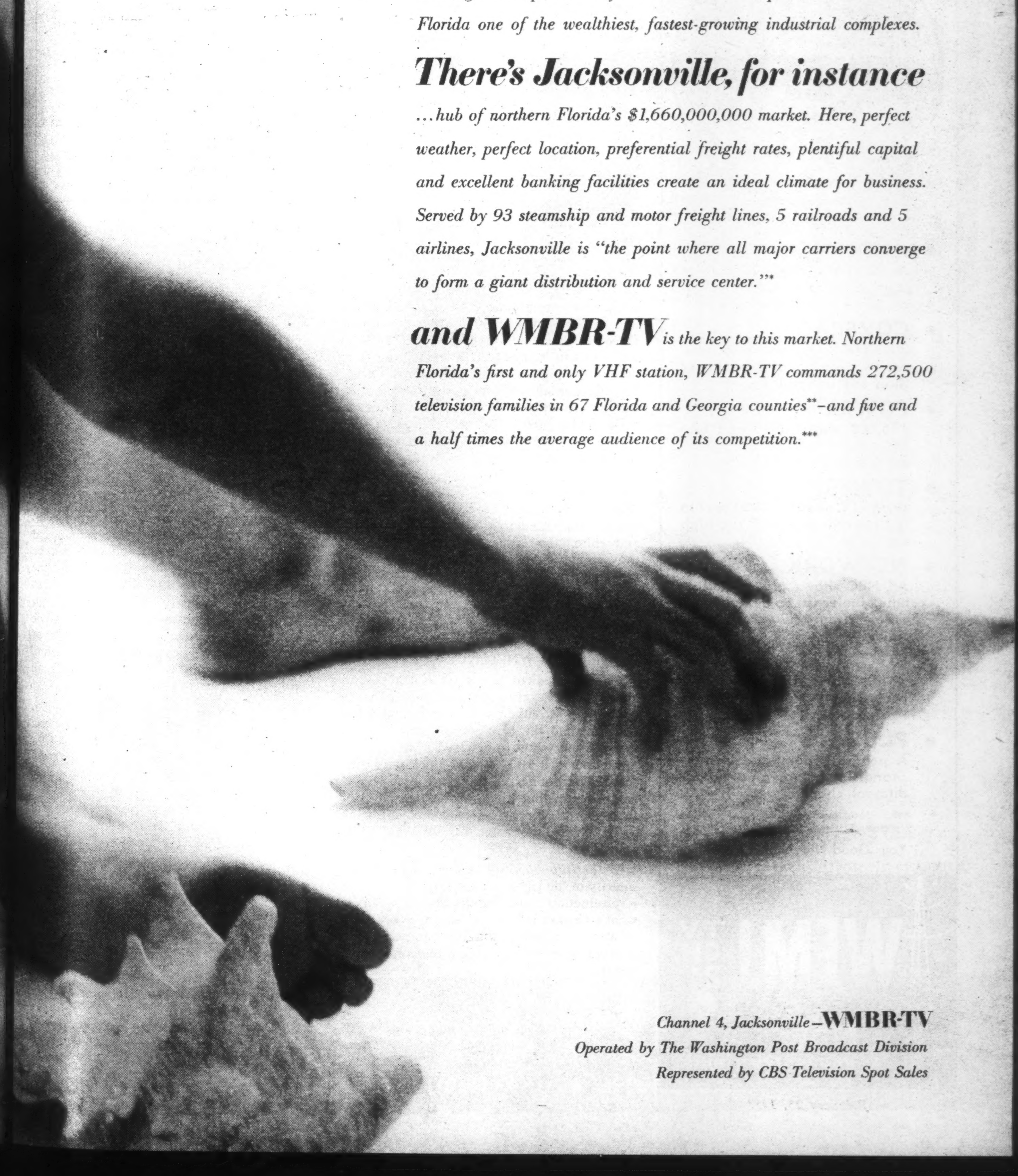
There's more to Florida!

Its fine year-round weather is certainly one of the factors that make Florida a nation's playground. But–by assuring year-round shipping and high labor productivity–its climate also helps make northern Florida one of the wealthiest, fastest-growing industrial complexes.

There's Jacksonville, for instance

*...hub of northern Florida's $1,660,000,000 market. Here, perfect weather, perfect location, preferential freight rates, plentiful capital and excellent banking facilities create an ideal climate for business. Served by 93 steamship and motor freight lines, 5 railroads and 5 airlines, Jacksonville is "the point where all major carriers converge to form a giant distribution and service center."**

and WMBR-TV *is the key to this market. Northern Florida's first and only VHF station, WMBR-TV commands 272,500 television families in 67 Florida and Georgia counties**–and five and a half times the average audience of its competition.****



Channel 4, Jacksonville–**WMBR-TV**
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

Mr. Time Buyer!

WFMJ-TV

gives your advertisers the RIGHT COMBINATION

AUDIENCE · COVERAGE · POWER · TOWER · NETWORK · LOCAL

WFMJ CHANNEL 21 TV

to SELL . . . Youngstown, Ohio

- **AUDIENCE**
  A.R.B. gives WFMJ-TV ratings from 28.5 up to 42.0 share of audience in a typical week.
- **COVERAGE**
  202,000 tv homes in a five-county area at rates far lower than any competition.
- **POWER**
  175,000 watts video and 87,000 watts audio insures reception in every tv home.
- **TOWER**
  WFMJ-TV goes up 1000 feet to get maximum use of the high power of its transmitter.
- **NETWORK**
  All NBC shows are carried at time of telecast, no delayed outdated programs or commercials.
- **LOCAL**
  Again top-rated by A.R.B. for professionally produced local live programs.
- **PLUS . . .**
  A powerful point-of-sale merchandising campaign at no additional charge.
- **Ask Headley-Reed or call Mitch Stanley, Station Mgr.**

Your Good Neighbor Station

WFMJ TV CH. 21

NBC IN YOUNGSTOWN, OHIO

CLUB 60

FOR its owned stations, NBC-TV is applying a light touch and color to bring, as it says, "the bigtime into the daytime" with its new *Club 60* program.

Viewers in at least these seven markets—it's being offered to affiliates on a co-op basis, too—now can take their pick of live colorcasts any weekday afternoon, this variety show or, a bit later (3 p.m.), a dramatic network program, *NBC Matinee Theatre,* or if their tastes so dictate, both color presentations.

Though production was smooth last Monday, the show was made up mainly of orchestration and vocalizing. Singers Nancy Wright and Mike Douglas and the Mello-Larks, as well as parody strummer-singers Homer and Jethro, brought in satisfactory performances. All of the talent reflected the Chicago off-beat, easygoing or relaxing showmanship (the show originated from all-color WNBQ [TV]).

Mort Sahl (m. c. for the first week), a quickly-selected substitute for west coaster Don Sherwood who left the show suddenly during the pre-premiere week, tried pixie-like to come through as a cross between a Dave Garroway and George Gobel, both of the Chicago school. He matched neither, despite the night club and Chicago training, but any unestablished tv performer who's a last-minute fill-in is bound to have problems early in the game.

The producers seemed to be taking a long-shot, too, in presenting Mr. Gallicchio's pleasant music as separate numbers, with nothing—not even the Welk bubbles—to dress up the visual. In color, the changing patterns appealed to the eye, but in black-and-white, the shots were stock camera movements. A bandstand is deadly without movement.

The lighting and background settings were very well adapted for the color camera, indicating that the NBC "experiment" in equipping a tv station principally for color is paying off at WNBQ.

Chief ingredient missing was the central character or excitement that mark the tv "bigtime" in either night or day shows. *Club 60* had the background which a bigtime variety show must have, but a main attraction was lacking and continuity suffered. The wonderful, soft color bath helped the program, but made up only in part for that central force—be it comedian, trick seal, Leonard Bernstein or the West Point chorus.

With *Club 60,* NBC-TV has stepped off smartly in the right direction. Each sequence is production tight and jewel-like in color; what's needed is the link that will keep the viewer anticipating the next segment and continuing to watch through the commercial inserts.

Production costs: Approximately $40,000 per week.

Telecast on seven owned stations of NBC-TV in color and black-and-white, Mon-Fri., 1:30-2:30 p.m. EST (Feb. 18 telecast reviewed).

Producers: Bob Dressler and Harry Trigg; director: Dave Barnizer.

Cast: Mort Sahl (Feb. 18 week only), star; Mello-Larks quartet; singers Nancy Wright and Mike Douglas; Joseph Gallicchio and orchestra; guests Homer & Jethro.

DOREN PASSES 'LUCY'

IT TOOK a 31-year-old English instructor, Charles Van Doren, to turn the tables on CBS-TV's *I Love Lucy* last Monday night—a neat trick that NBC-TV has been hoping to pull off for five years and four months. The quiz show, *Twenty One,* received a Trendex rating of 30.6 and 44.1 share of audience, just topping *Lucy*'s rating of 30.0 and 43.3 share, NBC-TV announced.

This reportedly was the first time since Oct. 15, 1951, that a regularly-scheduled NBC telecast has beaten *Lucy.* Mr. Van Doren increased his winnings to $143,000 and currently is still in the running to pick up more.

EMMY NOMINATIONS

WE CONFESS to a degree of pre-judgment regarding NBC-TV's presentation of the Emmy award nominations. Even if it had been good it would have been bad, we felt, due to the gross unimportance of it all.

It was neither good nor bad—it was just boring.

One must be sympathetic toward the industry's desire to attach as much glamor and fanfare to its Oscar-equivalents as can be arranged. This is possible—but only for the awards themselves, not the nominations.

The movie industry is smarter in this regard. When a customer goes to a movie he gets entertainment, not a reading of Oscar nominees. Those it sells to television, thereby gaining profit, free publicity and driving tv viewers back to the theatre.

Production costs: Approximately $80,000.

Sponsored by Oldsmobile Div. of General Motors through D. P. Brother & Co.; RCA and Whirlpool-Seeger Corp. through Kenyon & Eckhardt on NBC-TV, Feb. 16, 9-10:30 p.m.

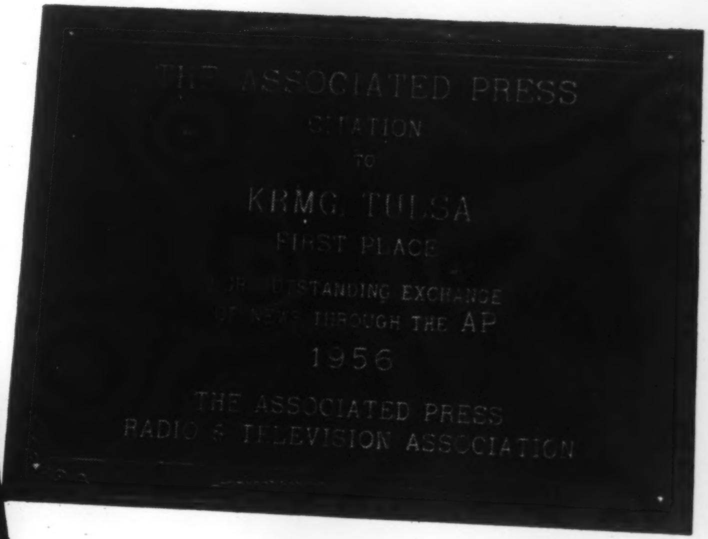
Writers: Carroll Carroll, Nat Hiken, Milt Josefsberg, Johnny Mercer, Jess Oppenheimer, Rod Serling and Leo Solomon.

Music director: Von Dexter (Burbank); executive producer: Alan Andley (Burbank); producer: Rick Kelley (New York); academy producers: Irving Mansfield (New York); Jess Oppenheimer (Burbank); directors: Craig Allen (New York); Jack Shea (Burbank); associate directors: Marcia Kuyper (New York); Roy Montgomery (Burbank); set designers: Spencer Davies (Burbank); Robert Wightman (New York); costume supervisors: Robert Campbell (Burbank); Jerry Boxhorn (New York; unit managers: Jack Petry (New York), John Hinsey (Burbank).

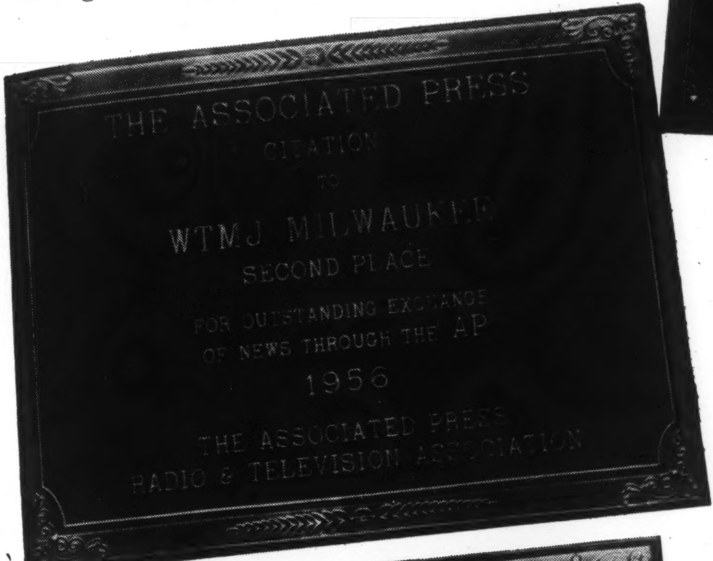
AP Radio Honor Roll...

THE Associated Press Radio & Television Association salutes KRMG, WTMJ and WHLS for their one-two-three cooperative news gathering achievements in 1956.

For their outstanding exchange of news through the AP, the three stations have been awarded the plaques reproduced on this page.



THE ASSOCIATED PRESS
CITATION
TO
KRMG TULSA
FIRST PLACE
FOR OUTSTANDING EXCHANGE
OF NEWS THROUGH THE AP
1956
THE ASSOCIATED PRESS
RADIO & TELEVISION ASSOCIATION



THE ASSOCIATED PRESS
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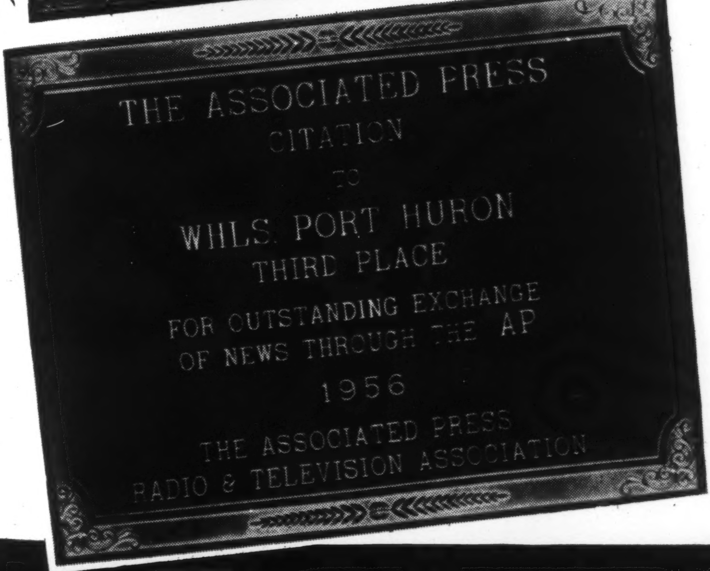
TO
WTMJ MILWAUKEE
SECOND PLACE
FOR OUTSTANDING EXCHANGE
OF NEWS THROUGH THE AP
1956
THE ASSOCIATED PRESS
RADIO & TELEVISION ASSOCIATION



THE ASSOCIATED PRESS
CITATION
TO
WHLS PORT HURON
THIRD PLACE
FOR OUTSTANDING EXCHANGE
OF NEWS THROUGH THE AP
1956
THE ASSOCIATED PRESS
RADIO & TELEVISION ASSOCIATION

Glenn Condon, KRMG news director, says his station's news contributions "come back a hundred-fold" from other AP members.

WTMJ News Director Jack E. Krueger, says "radio and TV stations should be proud to share in this widening of the scope of the world's greatest news gathering organization."

John F. Wismer, general manager of WHLS, says "radio stations have the greatest opportunity and obligation to assume leadership in news and its reporting."

The Associated Press

ACCURATE • LISTENABLE • DEPENDABLE

CASE HISTORY—
TRAVEL

CITY OF LAS VEGAS

Across-the-Board Radio=
All Aboard Union Pacific

If you're coming or going in Southern California (and most of the area's 7 million usually are) Union Pacific will reach you . . . via radio.

UP hits solidly at the 99% radio homes and 80% radio-equipped cars (1¼ cars per family!) with a triple punch:

1. MORNING NEWS on KBIG, covering all Southern California from Catalina.

2. CLASSICAL MUSIC evenings on KFAC

3. NIGHT NEWS on KNX-CBS

To bolster this year-round schedule, UP buys saturation spots for specific promotions like Vacation Family Plan and inauguration of the "City of Las Vegas".

"Practically everyone travels in Southern California," says UP Los Angeles ad manager Paul Beach. "We put a substantial share of our budget in radio because *it reaches* practically everybody, consistently and economically."

Adds Marion Welborn, vice-president, The Caples Company ad agency: "We picked KBIG 3 years ago as a basic for Union Pacific, because its powerful signal gives us coverage of 8 counties at low cost—per—thousand. Results have dictated our renewal for 1957."

KBIG shares with two other stations gratification for another "well done" from a contented Southern California Radio client.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

About Yearbooks

EDITOR:

We have been careful and thorough readers of your publication for a great number of years. We have found the B•T YEARBOOKS particularly helpful. They contain a great deal of detailed information, and I imagine their preparation must be a tremendous job.

Eugene R. Bertermann
The Lutheran Hour
St. Louis, Mo.

[EDITOR'S NOTE: Agreed. The 1957 BROADCASTING YEARBOOK-MARKETBOOK will be in the mail this week.]

Flattered, Unconvinced

EDITOR:

I was flattered by the amount of space you devoted on your editorial page to my recent statement of views on the threat of monopoly control of television . . . and the even greater danger inherent in the proposal to repeal Sec. 315.

You state that the repeal of Sec. 315 would give to broadcasters "only the freedom to present political issues and candidates intelligently—an impossibility under present rigidities of the law." The word "intelligently," while high sounding, is a weasel word that conveys no significance. The "intelligence" involved must be that exercised by someone. An "intelligent" presentation of political issues and candidates to a hard-shell Republican is certainly not an "intelligent" presentation to the left-wing Democrat. Yet our broadcasters range in their political beliefs from one extreme to the other.

I am certain that on further reflection, you will agree that no man, or two men, or four men, no matter how intelligent they may be, should be given the unfettered power to determine who and what is to be seen or heard on all or even most of the radio and television stations of America.

Burton K. Wheeler
Wheeler & Wheeler, Washington, D. C.

[EDITOR'S NOTE: If broadcasters were inclined to be partisan in their presentation of political affairs, the very diversity of political beliefs cited by Mr. Wheeler itself would guarantee a wide range of information to the U. S. public.]

A Reader Agrees

EDITOR:

Permit me this belated thanks for your splendid editorial [B•T, Jan. 7] on the [WGN-TV Chicago-"Martin Luther"] controversy. This controversy provided grist for those publishing mills which are always anxious to bait the Catholic Church. An example of this is the story in *Time* (Dec. 31, 1956) and the letters they chose to publish on the subject (Jan. 21). Thus, your editorial is all the more meritorious because you avoided a pitfall which traps many. As you know, the Catholic Church is interested primarily in protecting the faith and morals of Catholics. The side effect of discouraging the production and exhibition of indecent or otherwise objectionable motion pictures is a salutary effect from which the entire nation profits. However, if motion picture producers and exhibitors and tv stations wish to offend Catholics and others by offering indecent or otherwise objectionable productions, they are free to do so.

"Martin Luther" is a denominational visual-audio tract—so used by the various Lutheran churches. Consequently, the procedure you outlined in your editorial would have been perfect. Now we witness the spectacle of various Protestant organizations trying to force WGN-TV to run the film! I have never heard of any Catholic organization trying to force any station to run a Catholic film. Yet we are the accused in this imbroglio!

I am deeply grateful for your understanding in this matter. I have read B•T for almost 15 years, and think the industry is incredibly lucky to have such a fine publication.

Clyde E. Beane
Glendale, Calif.

Dissenting Opinion

EDITOR:

Add this to your volume of letters disagreeing with your review of NBC-TV's "Mayerling." Did your reviewer really see the production or take the word of an envious CBS critic? This review on top of the unhappy one for Ernie Kovac's brilliant half hour makes me wonder if your reviewers have happy home lives.

Jeanie Ewing, Traffic Manager
KRBB (TV) El Dorado, Ark.

[EDITOR'S NOTE: Neither B•T's reviewers nor its editors have home lives at all.]

No Room at the Inn?

EDITOR:

In B•T [CLOSED CIRCUIT, Feb. 11] there appeared a statement that the Anti-Defamation League of B'nai B'rith "had protested to NARTB against holding next winter's board meeting at Camelback Inn, Phoenix, on grounds of discrimination." The item went on to say that "NARTB management informed board that no discrimination has been evident at several previous meetings held at hotel."

When we wrote to Mr. Fellows it was not in respect to any meeting scheduled there. Our letter pointed out simply that Camelback Inn, which has for many years systematically barred would-be guests of the Jewish faith, uses the name of NARTB in its promotional literature. We felt that NARTB might want to consider the propriety of the use of its name by a hotel that has achieved notoriety through its practice of discrimination.

We are not surprised by NARTB's finding that no discrimination has been evident. This is true only because, during the off season, the inn is made available to convention groups and, for such purposes, the religious bars are dropped. However, a Jewish delegate to such a convention may well find that if he seeks accommondations at Camelback during the vacation seasons, he will be rejected solely on the ground of his religious faith.

Arnold Forster, Staff Director
Anti-Defamation League
B'nai B'rith, New York

SOLD

SOLD

SOLD

SOLD

Langendorf United Bakeries, through Compton Advertising, Inc., on the entire West Coast!

Among the markets already purchased are Portland, Maine; Cincinnati, Memphis, South Bend, Seattle, San Francisco, Los Angeles, Baltimore, Detroit!

Tulsa, Tucson, Salt Lake City, Denver, San Diego, Portland, Oregon; Eugene, Stockton, Chico, Fresno, Syracuse, Baton Rouge, Indianapolis, Tallahassee, Miami, Phoenix, San Antonio, Yakima, Bakersfield, Salinas, San Luis Obispo, Roanoke, Schenectady, New Orleans!

Albuquerque, Santa Barbara, Boise, Springfield, Missouri; Pittsburg, Kansas; Hutchinson-Wichita, Columbus, Ohio; St. Petersburg, Nashville, etc., etc.!

Among the advertisers are Bell Bakeries through The Caples Company; Tasty Baking Company; Sealtest Milk; Hood's Dairy; Canada Dry; Pepsi-Cola; Stewart's Ice Cream through Woodard, Voss & Hevenor, Inc.!

Burger Brewing Co. through Midland Advertising Agency; Walter Construction Co.; Niagara-Mohawk Power Co.; Nashville Trust Co.; Bunker Hill Meats; and many others!

HURRY

Stations and sponsors immediately recognize the universal appeal of HAWKEYE and the LAST OF THE MOHICANS, the great American outdoor action classic! So arrange today to enjoy a private screening and to get the profitable-for-you facts about HAWKEYE. But please hurry! Every day markets are snapped up and even a day's delay may cost you your own home market. Wire or phone us right now!

JOHN HART as HAWKEYE · **LON CHANEY as CHINGACHGOOK**

HAWKEYE AND THE LAST OF THE MOHICANS

Wire or Phone, Let's
POW-WOW
NOW

Television Programs of America, Inc.

tpa

EDWARD SMALL · MILTON A. GORDON · MICHAEL M. SILLERMAN
Chairman · President · Executive Vice-President
488 Madison Ave., New York 22, N. Y. · PL. 5-2100

THE CISCO KID

Salt Lake City CREAMERY takes 4th year!

"For some time now ARDEN MEADOW GOLD CREAMERIES, has sponsored 'The Cisco Kid' and it has always done an excellent job for them," reports Ross Jurney & Associates. "Cisco won everybody — men, women and children — from the governor and his lady down to the littlest orphan. It would be impossible to estimate the amount of good Cisco is doing for us here in Utah."

Ask to see more success stories of THE WORLD'S GREATEST SALESMAN!

"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York
Chicago
Cincinnati
Hollywood

OUR RESPECTS

to George Severn Smith

GEORGE SEVERN SMITH, the new president of the Federal Communications Bar Assn., at the age of 56 exemplifies the "American Success Story"—a log cabin birthplace, a farm boyhood and now a post as one of the seniors of the communications bar.

When Mr. Smith joined the Federal Radio Commission in 1928 that new agency had six weeks to run. It was set up by Congress in 1927 for one year to administer the new and burgeoning art of radio, taking over the licensing functions that until then had been handled by the Dept. of Commerce. But the FRC did not go out of business, and Mr. Smith and one assistant set up what are now the license divisions of the FCC (which came into being in 1934). He and the assistant handled all applications—ship, point-to-point, broadcasting, amateur, police, etc.

The stocky, round-faced Mr. Smith is the middle member of the Washington law firm of Segal, Smith & Hennessey. The firm comprises Paul Segal, former FRC assistant general counsel, and Philip J. Hennessey, one-time NBC Washington counsel.

As president of FCBA, Mr. Smith is the number one communications attorney in the country. FCBA has a national membership of close to 500.

George Smith (the Severn is a family name) was born one year after the 20th Century began in a log cabin on a farm in Van Wert County, Ohio. Van Wert, now famous as the home of liederkranz cheese, lies between Lima, Ohio, and Fort Wayne, Ind. Mr. Smith, as the eldest of seven children, had his share of farm chores when he was growing up. He attended grade school in the traditional one-room schoolhouse and went on to the Van Wert high school—by driving 14 miles each way in a horse and buggy. He received his high school diploma in 1918, after serving in the U. S. Army during World War I. He was 17 when he, and a group of high school chums, joined up. He served at Walter Reed Hospital in Washington.

After the war the young veteran returned home. His ambition at this time was to become a teacher. Hearing that the Census Bureau was hiring enumerators for the 1920 census, young Smith travelled to town to take the examination. He was a week early, he discovered, but an examination was being given for positions in the Census Bureau in Washington. So he took that, and passed.

For the next 3½ years the erstwhile farm boy was a government employe with the Census Bureau and, then, the Bureau of Internal Revenue in Washington. At night he attended Georgetown U.'s Foreign Service School and later its law school.

In 1924 the Florida real estate boom was beginning. The ambitious 20-year-old government civil servant smelled a fortune there. So he quit his government work and his schooling and went south to make his fortune.

He didn't. Mr. Smith was in Florida for about three years, mostly in the Fort Myers area. He eked out a living, but no fortune. Finally he gave up. He returned to Washington and joined the Post Office Dept., which promptly returned him to Fort Myers. Later he was transferred back to Washington city post office. In 1927, Mr. Smith changed over to the Dept. of Commerce's commercial license division.

EARLY in 1928, Mr. Smith was told about the new activity in radio. The friend who persuaded him to come over to the FRC was W. J. Clearman, then assistant secretary of that new agency. In February of 1928, Mr. Smith transferred to FRC.

When Mr. Smith returned to Washington from Florida, he resumed his law studies. He received his LL.B. from National U., Washington, in 1928. In 1931, he passed the D. C. Bar examinations. In 1932 he resigned from the FRC to join Paul Segal in private law practice. The firm was formed in 1942.

During the past 15 years, Mr. Smith and his partners have handled a number of landmark cases in communications law. There was the 1942 Scripps-Howard case, in which the U. S. Supreme Court held for the first time that an appeals court could stay an FCC grant. There was the 1943 KOA Denver case, where the Supreme Court held that an existing station had the right to intervene when an application for a new station indicated interference to the established outlet's coverage area. There was the 1945 Ashbacker case, in which the Supreme Court ruled that the FCC cannot grant one application and deny another for similar facilities without hearing.

Mr. Smith lives in the Washington suburb of Bethesda, Md., with his wife (the former Thelma Horst, whom he married in 1935) and George Jr., now 12. Mr. Smith is a member of the Metropolitan Memorial Methodist Church, Kenwood Country Club, the D. C. Bar Assn., the American Bar Assn., FCBA. He is a Mason. In 1955-56, he was chairman of the radio committee of the Administrative Law Section of the American Bar Assn. A long time ago, he says, he used to have a hobby, woodworking. Now he's a fisherman.

PULSE AND ARB BOTH AGREE

KROD-TV Dominates

THE EL PASO SOUTHWEST

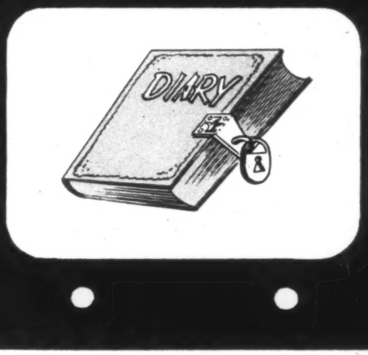
BOTH GIVE KROD-TV 14 OF THE TOP 15 SHOWS!

TELEPULSE—SHARE OF AUDIENCE NOVEMBER 26 - DECEMBER 2, 1956

TIME PERIOD	KROD-TV	STATION B	STATION C	OTHER*
MONDAY THRU FRIDAY 8 A. M. - 12 Noon	100.0	......	......	......
MONDAY THRU FRIDAY 12 Noon - 6 P.M.	54.0	46.0	......	......
MONDAY THRU FRIDAY 6 P. M. - 12 Midnight	56.0	34.0	10.0	......
SATURDAY 6 P. M. - 12 Midnight	50.0	45.0	5.0	....
SUNDAY 6 P. M. - 12 Midnight	67.0	24.0	9.0	*Sample too Small to Measure

TELEPULSE RATED 452 QUARTER HOURS, KROD-TV WAS FIRST IN 345!

Telepulse says: KROD-TV had 12 programs (3 were SPOT shows) rated over 40.0 — other stations had none. Between 6 and 10:30 p. m., KROD-TV delivered more audience in El Paso than all the other stations combined, 73% of the time! No wonder that 14 of 17 national spot advertisers sponsoring programs in the El Paso area in January, 1957, were on KROD-TV!



ARB—SHARE OF AUDIENCE DECEMBER, 1956

TIME PERIOD	KROD-TV	STATION B	STATION C	OTHER
MONDAY THRU FRIDAY 8 A. M. - 12 Noon	100.0	......	......	......
MONDAY THRU FRIDAY 12 Noon - 6 P. M.	63.0	36.9	......	0.9
MONDAY THRU FRIDAY 6 P. M. - 12 Midnight	56.5	36.2	8.0	0.7
SATURDAY Sign on - 6 P. M.	79.1	32.1	......	......
SUNDAY Sign on - 6 P. M.	68.4	34.7	......	......
SUNDAY THRU SATURDAY 6 P. M. to Midnight	57.9	36.2	6.6	0.6
SUNDAY THRU SATURDAY Sign on - Sign off	62.4	36.1	6.5	0.7

ARB RATED 458 QUARTER HOURS, KROD-TV WAS FIRST IN 349!

And, KROD-TV does the job in the daytime, too! ARB demonstrates ONE KROD-TV daytime program has a HIGHER AVERAGE RATING EVERY DAY than *ANY* night time program on *ANY* competing channel *ANY NIGHT* with the exception of one program (HIT PARADE). And adjacencies GO at the "C" rate.

The rating story is only *part* of KROD-TV dominance. Low band, high tower and high power from El Paso's only mountain-top antenna gives Channel 4 dominance of Southern New Mexico, too! A separate Pulse survey confirms this finding.

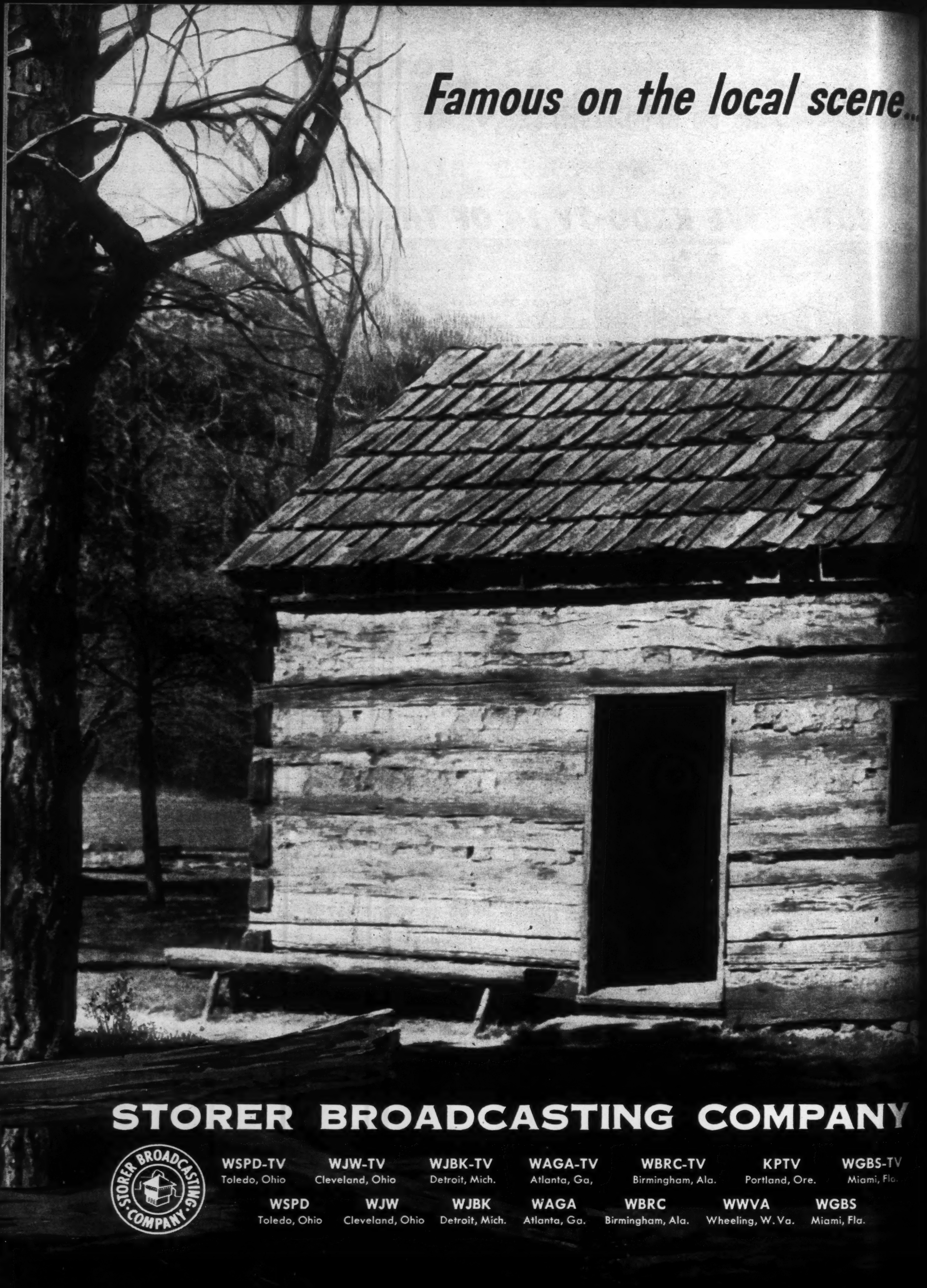
ASK YOUR BRANHAM MAN FOR THE FULL EXCITING STORY!

CBS

KROD-TV

CBS TELEVISION NETWORK 4 EL PASO, TEXAS

REPRESENTED NATIONALLY BY THE BRANHAM CO Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.



STORER BROADCASTING COMPANY

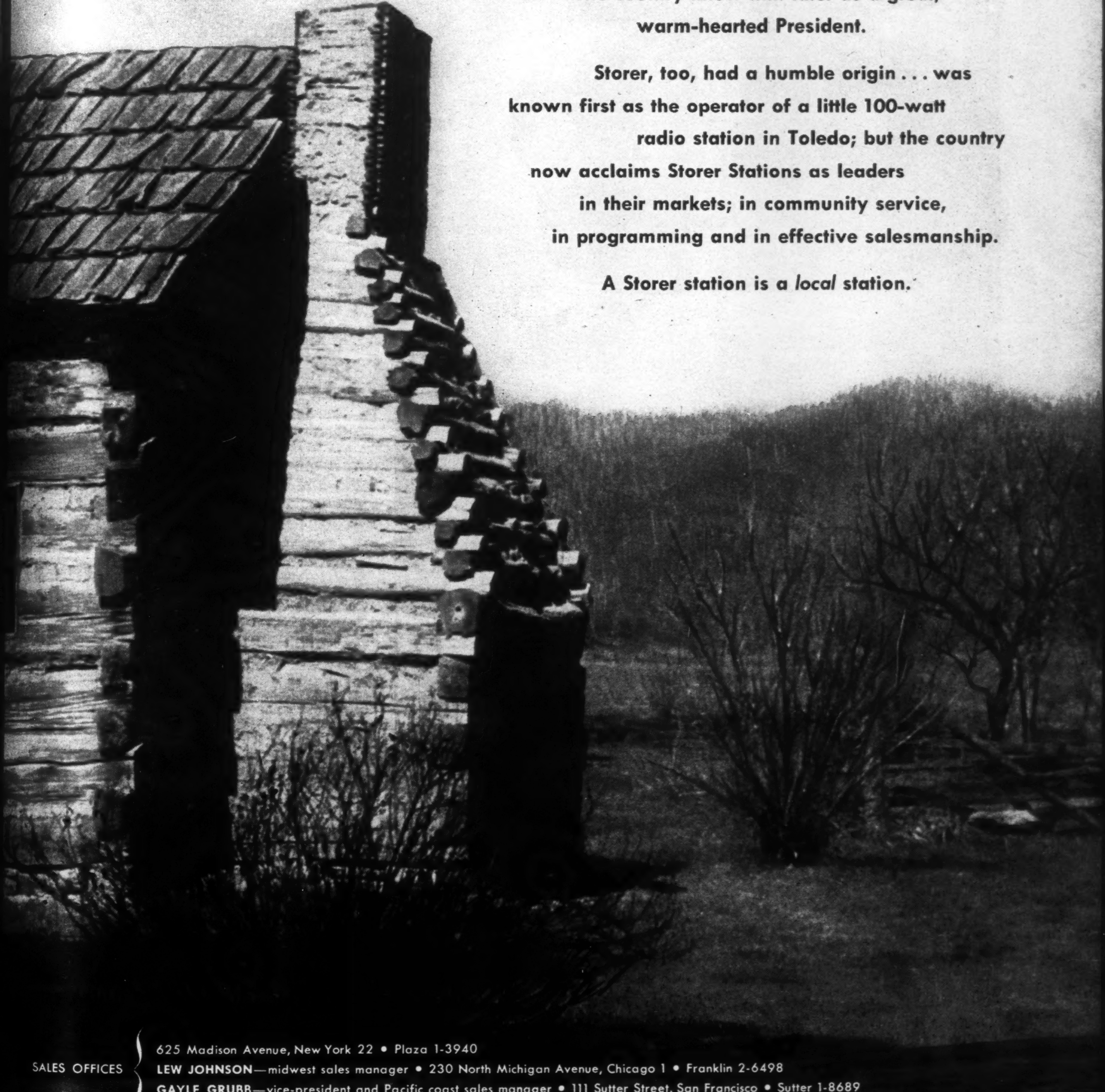
WSPD-TV	Toledo, Ohio
WJW-TV	Cleveland, Ohio
WJBK-TV	Detroit, Mich.
WAGA-TV	Atlanta, Ga,
WBRC-TV	Birmingham, Ala.
KPTV	Portland, Ore.
WGBS-TV	Miami, Fla.
WSPD	Toledo, Ohio
WJW	Cleveland, Ohio
WJBK	Detroit, Mich.
WAGA	Atlanta, Ga.
WBRC	Birmingham, Ala.
WWVA	Wheeling, W. Va.
WGBS	Miami, Fla.

e... yet known throughout the nation.

The folks at Knobs Creek, Ky., first knew Lincoln as a boy who lived in this cabin. The country knew him later as a great, warm-hearted President.

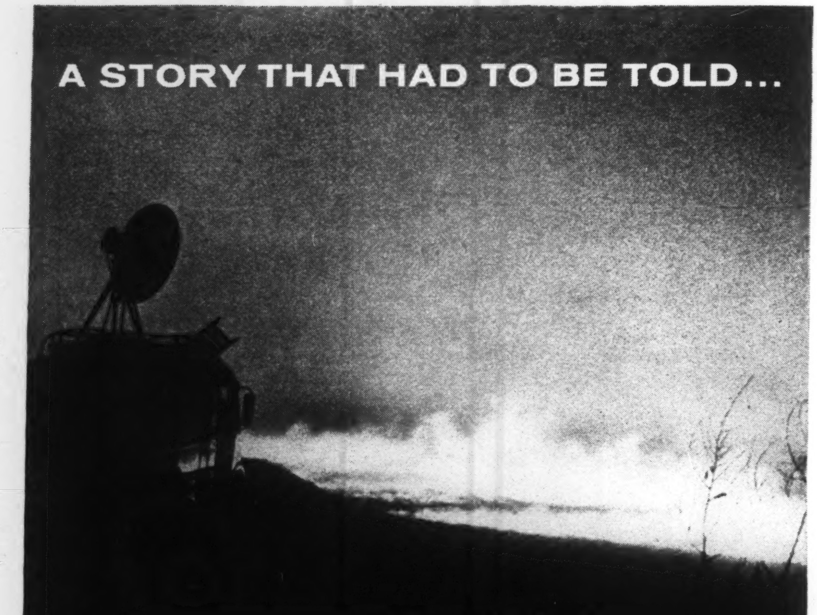
Storer, too, had a humble origin . . . was known first as the operator of a little 100-watt radio station in Toledo; but the country now acclaims Storer Stations as leaders in their markets; in community service, in programming and in effective salesmanship.

A Storer station is a *local* station.



SALES OFFICES
625 Madison Avenue, New York 22 • Plaza 1-3940
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

A STORY THAT HAD TO BE TOLD...



Fire is pretty nasty anytime—but the day after Christmas it became a terrifying reminder that the brittle, grey Malibu hills 20 miles north of Los Angeles had gone for **11 months without water.**

Mountain brush and scrub oak can get pretty mean with 11 months between drinks...

Before it ended, the fire had destroyed 40,000 acres, 72 homes—had cost one life and **70 million** dollars.

Three hours after they got the word to roll, Special Events Units #1 and #2 were operating from either flank of the fire line. Soon after, four remote units were delivering **exclusive television coverage** to anxious viewers, and continued to do so for twenty-five hours, until the emergency had passed.

It was **30 hours** before a second television station began transmitting from the scene.

KTTV was officially commended by the Los Angeles County Board of Supervisors for excellent coverage of the disaster and assistance to the authorities.

Fires, floods, earthquakes and such are grim, dirty business—but, like the man said...

"If you have to tell a dirty story... tell it well..."

KTTV

LOS ANGELES TIMES-MGM TELEVISION
Represented Nationally By

BLAIR-TV

ON ALL ACCOUNTS

Vincent DeLuca

A 30-YEAR-OLD timebuyer has gone John Donne, the 17th Century poet, one better. Comments Vincent Thomas DeLuca, manager of the media-timebuying division, Ruthraff & Ryan Inc., New York: "No timebuyer is an island . . . surrounded by cost-per-thousand figures, a telephone and availabilities." Mr. DeLuca contends that any timebuyer worth his salt (and the salary his agency pays him) should be "in" on media strategy from inception to execution.

As an example, he will cite the case of Bon Ami. When that client first began considering advertising for its new Jet spray cleanser, it became rather obvious that the copy platform determined the principal medium. Since the copy played hard on the spray-on wipe-off technique, what but television? And television it was—spot, "blitz" and network "one-shots."

Majoring in business administration at Manhattan College, New York (BBA, class of '51), and a native New Yorker, Vince DeLuca began his advertising career from the bottom rung of the ladder—a day after graduation he joined Kenyon & Eckhardt in the mailroom. He left there in 1953 as an assistant timebuyer to go with Hilton & Riggio as a full timebuyer.

He was offered a timebuying post with Foote, Cone & Belding which he took in January 1954. It was a pleasant—albeit brief—association, Mr. DeLuca recalls, since he was unfortunate enough to be assigned to the New York Central Railroad account, which went to J. Walter Thompson Co. in the summer following the power struggle between William White, incumbent president of the railroad, and Robert R. Young, victorious contender. His next tenure also was brief, for he went to Cecil & Presbrey in mid-1954, a scant five months before that agency officially closed its doors. He joined Ruthrauff & Ryan in late 1954 and has been there since, happily busy.

MR. DELUCA, who supervises a staff of three timebuyers, currently is involved with campaigns for Sun Oil Co. (whose Sunoco five-way-pump, now in the Florida market, will later this year move into regions east of Chicago); Bon Ami, which will enlarge its daytime spot expenditures in a push for more housewives, and Flav-R-Straws, which currently has negotiated with Associated Artists Productions for the placement of "Popeye"—a children's property which he regards as the "hottest" outside of Mickey Mouse—throughout the country, depending on budget and availabilities.

Mr. DeLuca and his wife, the former Ann Harnaga, whom he married in 1954, plan shortly to move into a new house in Yonkers, N. Y., along with their 20-month-old daughter, Rosanne.

MORE *national advertisers*

prefer **WKMH** *because*

MORE *local advertisers do!*

Fred A. Knorr, Pres.
John Carroll, Mg. Director
Represented by Headley—Reed

For the *real* answer to "Which is Detroit's best radio buy *TODAY?*"... just remember... LOCAL advertisers prefer WKMH!

Ask any retailer what makes him buy any medium with consistency and he'll tell you, "Results . . . next day, cash register results!" WKMH delivers just that kind of results . . . for local and national advertisers! Month-in, month-out use of WKMH by local and national advertisers proves that listeners buy what's sold by WKMH's top newscasters, disc jockeys and sportscasters! Forget "old" buying habits...because TODAY WKMH cost per thousand is lowest of all Detroit-area stations at all hours!*

**6 a.m. to 6 p.m.*

WKMH

DEARBORN—DETROIT

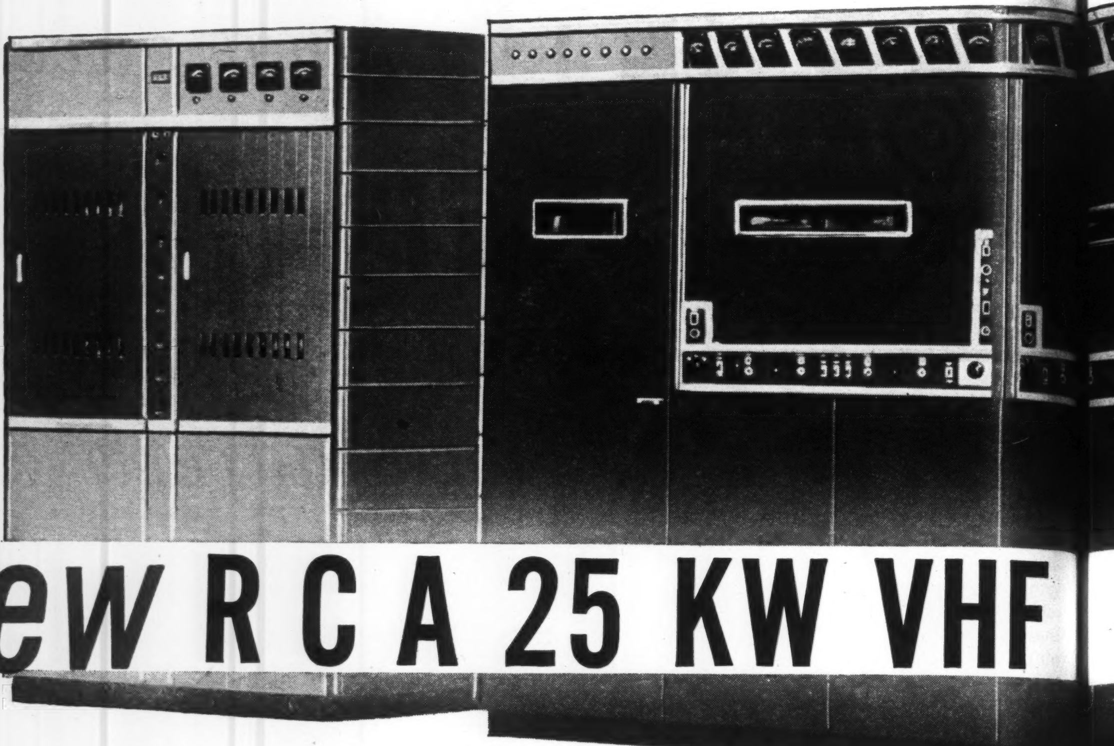
5000 WATTS

Save up to 15% by using 2 or more of these powerful KNORR stations

WKMH	**WKMF**	**WKHM**	**WSAM**
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

Buy all 4 stations, save 15% . . . buy any 3 stations, save 10% . . . buy any 2 stations, save 5%!

KNORR BROADCASTING CORP.



New RCA 25 KW VHF

Assures flexible arrangement for economical floor plan

Combining all the newest design features of the recently announced RCA 6 KW TV transmitter and the enviable performance record of RCA's famous 25 KW power amplifiers, the new TT-25CL is today's best value! No other transmitter in this power class embraces so many advantages . . . advantages that engineers and station managers have asked to have incorporated in a single transmitter.

- **FLEXIBLE FLOOR PLAN**—The "block build" design of the TT-25CL permits several combination arrangements. The layout may be as illustrated in the accompanying floor plan, or a modification of this general plan. The 6 KW Driver and P.A. Rectifier and Control Cabinets can be arranged in "U" fashion with the P.A. tanks moved forward and the driver power supply enclosure placed at a remote location to further conserve space.

- **PRECISE COLOR PERFORMANCE**—Built-in linearity correction circuits and intercarrier frequency control, which accurately maintains frequency separation between aural and visual carriers, assure excellent color signal transmission.

- **EXCELLENT ACCESSIBILITY**—Broadband tuning controls in the 6 KW Driver are accessible without opening any doors. All important driver circuits are adjusted from the front of the unit. Exciter and modulator units have "tilt-out" construction for quick, complete accessibility.

- **THERMOSTATICALLY CONTROLLED HEATERS**—for rectifier tubes are suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

- **ECONOMICAL OPERATION**—A well-chosen tube complement affords lower power costs. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

- **TIME-PROVED TUBES**—Long life RCA 5762 tubes in both P.A.'s and Driver. Many broadcasters using other RCA transmitters which employ the 5762 tubes report "extra dividends" due to their long-life, economical operation. Over 100 RCA 25 KW amplifiers have been in continuous service to date—each employs the famous 5762.

PLUS . . . OTHER ADVANCED FEATURES—too numerous to mention here! Get the complete story from your RCA Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4011). In Canada, write RCA VICTOR Company Limited, Montreal.

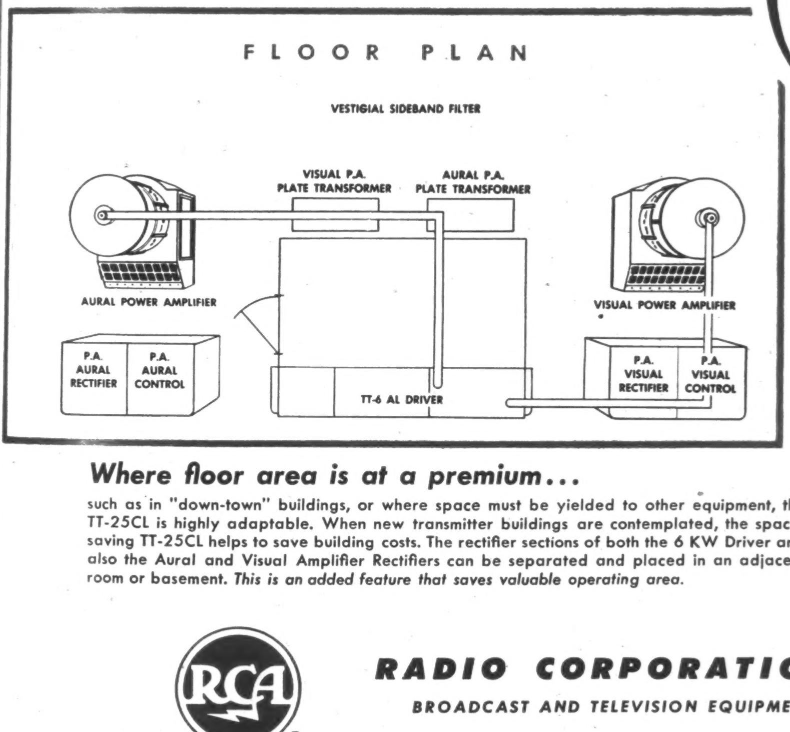
TELEVISION TRANSMITTER

NOW "ON-AIR" AT WRGP-TV

CHATTANOOGA, TENN.

WRGP is receiving excellent reports on transmission since putting the TT-25CL "on-air." Particularly gratifying comments came from color program viewers who are impressed with the fidelity of WRGP color transmission.

(Type TT-25CL, Low Band)


FLOOR PLAN
VESTIGIAL SIDEBAND FILTER
VISUAL P.A. PLATE TRANSFORMER
AURAL P.A. PLATE TRANSFORMER
AURAL POWER AMPLIFIER
VISUAL POWER AMPLIFIER
P.A. AURAL RECTIFIER
P.A. AURAL CONTROL
TT-6 AL DRIVER
P.A. VISUAL RECTIFIER
P.A. VISUAL CONTROL

DRIVER PORTION OF THE ABOVE 25 KW TRANSMITTER (LESS AMPLIFIERS) IS AVAILABLE AS A COMPLETE 6 KW TRANSMITTER

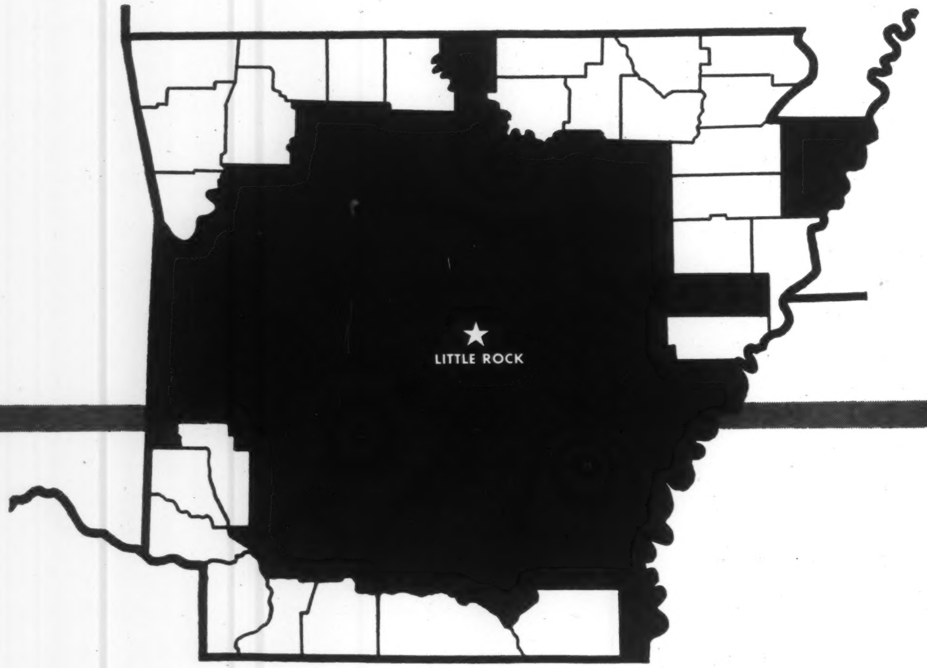
Where floor area is at a premium...

such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-25CL is highly adaptable. When new transmitter buildings are contemplated, the space-saving TT-25CL helps to save building costs. The rectifier sections of both the 6 KW Driver and also the Aural and Visual Amplifier Rectifiers can be separated and placed in an adjacent room or basement. *This is an added feature that saves valuable operating area.*

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, NEW JERSEY

Are Your TV Schedules Reaching THIS MUCH of Arkansas?



On KTHV, they will!

With 316,000 watts on Channel 11 and with the tallest antenna in the Central South (1756′ above average terrain!), KTHV is seen, heard and *gets viewing response* from almost all of Arkansas.

Take a good look at this mail map. Letters come to KTHV from 47 Arkansas counties—as well as from viewers in Mississippi, Missouri, Oklahoma and Texas!

Your Branham man has all the facts on KTHV—the *big* buy in Arkansas. Ask him!

CBS

KTHV

Channel 11
LITTLE ROCK
316,000 Watts

Henry Clay, *Executive Vice President* B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 52, No. 8 FEBRUARY 25, 1957

CBS RADIO TO PRICE DAY OVER NIGHT

Network will drop night rates 33%, hike day 5%. Will others adjust?

NETWORK radio's first major rate adjustment in more than two years was initiated last week as CBS Radio proposed to raise daytime rates 5% and cut nighttime prices by one-third.

Thus for the first time a network's daytime rate card would be substantially higher than its nighttime counterpart—another step in the network rate revolution that began with the advent of television and already has seen a "one rate" policy adopted by three of the four radio networks.

The first reaction of CBS Radio's rival networks was virtual silence. Some executives unofficially commended the daytime rate boost but they gave no sign as to what their own courses might be—particularly with regard to the nighttime reduction. The word was that they were "studying the situation."

ABC Radio officials greeted the daytime boost proposal by pointing out that they already had announced, in December, that on April 1 ABC Radio will raise the price of segments in its morning block of programs. This will amount to an increase of $50 to $100 per five-minute segment, depending on the frequency category involved [B•T, Dec. 31, 1956].

Regarding the evening rate reduction, authorities felt that the urge of ABC, NBC, and Mutual to cut their nighttime prices in order to "meet the competition" would be considerably less compelling now than six years ago when the first rate cut was made, also by CBS. Where the networks then had substantial blocks of business to lose if they failed to meet the competition on prices, their evening commercial schedules now are relatively skimpy, and in addition the pattern of selling has undergone major changes.

Moreover, CBS Radio authorities maintained that even with a one-third cut at night their own evening rates would still be "significantly higher" than the other networks.

CBS Radio's current hourly rate, day and night, is approximately $15,000 gross. A 5% boost would put the daytime rate at about $15,750, while the one third cut would drop nighttime charges to around $10,000.

The changes, worked out by network officials in meetings with members of the CBS Radio Affiliates Board, depend upon approval by affiliates representing at least 85% of the network's rate card. CBS Radio President Arthur Hull Hayes, disclosing the moves, announced Thursday that contract amendments already have been sent out to the stations. Officials hope to get affiliate approval in time to make the provisions effective March 10.

Current advertisers would get the customary six months' protection against the daytime increase but presumably would receive immediate benefit from the nighttime reduction. The effect of the evening cut, officials said, would be passed along to affiliates on a proportionate basis.

John M. Rivers of WCSC Charleston, S. C., chairman of the CBS Radio Affiliates Board, expressed delight at the daytime increase, which he viewed as "recognition of the increased usefulness which the CBS Radio Network supplies to advertisers. I am confident that advertisers themselves recognize the increasing sales-effectiveness of their use of CBS Radio Network programs," he asserted.

ARTHUR HULL HAYES
HIS PRIME TIME IS DAYTIME

It was Mr. Rivers' statement, issued by CBS Radio, that broke the news of the nighttime rate cut proposal. After expressing pleasure at the daytime increase, his statement continued:

"At the same time the board, following a full-scale examination of the entire competitive network situation, recognized that it would be desirable to make certain adjustments in the nighttime rate structure. Accordingly it was agreed that the rates after 6:30 p.m. CNYT (current New York time) should be adjusted to two-thirds of the current daytime rates which continues them at a level significantly higher than those of the CBS Radio network's competitors."

CBS Radio was committed not to sell "quickie" commercials—or anything less than five-minute segments. In the past it has sold a number of programs on the segmentation plan—in 7½-minute segments primarily, but also in some cases in five-minute segments. Although it plans to offer additional programs on a five-minute-segment basis, officials said this will not be done outside of nighttime and weekend hours.

Mr. Rivers asserted:

"All of us on the board are in complete agreement that it is not the function of network radio to serve as a competitor to local spot broadcasting by offering sponsorships uniquely belonging to local radio stations. The CBS Radio Network will continue to sell no unit of less than five minutes duration and while its rates will exceed those of network competitors, the inherent worth of the audiences and the program structure of the network continue to make them outstanding in all advertising."

By comparison with CBS Radio's five-minute minimum on segment length, NBC Radio, for example, has offered announcements as short as six seconds in length.

President Hayes said, after the meeting with the affiliates board, that "the general status of network broadcasting and specifically that of the CBS Radio Network has been most encouraging. It is the intent of the network to strengthen further the day and night audience leadership of the CBS Radio Network, which, we feel, is the end result of the integrity of our broadcast schedule and the strength of our affiliates.

"We are planning extensive consumer advertising and promotion to further accent our leadership and to continue to supply the advertisers of our country a useful and effective medium for the efficient distribution of goods upon which our economy's stability is so deeply dependent."

CBS Radio officials declined to estimate the amount of commercial time currently on their evening schedule, except to say that it is "not too much" and is less than a year ago. On the other hand, the daytime schedule is sold out to a large extent.

None of the networks has "too much"

nighttime business—although the segmentation, participation and similar plans of selling make it difficult to tell, from a look at the schedule, just how much is actually commercial.

In the main, however, nighttime volume on all four neworks is light.

While Mr. Rivers said that, even with the nighttime reduction, CBS Radio's evening rates would remain "significantly higher" than those of other networks, the rate cards of the others did not, in themselves, support his statement. ABC Radio, which has a "single rate" for day and night, pegs its gross hourly charge in the evening at $16,873. Mutual, also a "single rate" network, puts its evening hourly rate at $14,028 gross. NBC Radio, only one of the four to maintain a substantial differential between day and evening rates, values its nighttime hour at $25,368 gross, but its discount structure is higher than those of the other networks, which lowered their discounts in the process of equalizing day and night rates two years ago.

In support of their contention that CBS Radio's evening rates will still be higher than those of competitors, officials of that network maintained that the selling patterns of other networks—including participations, etc.—worked to bring their rate averages substantially below the bare figures shown on their rate cards. And some networks, they charged, are selling "under the counter" on a "make me an offer" basis.

While none of the other networks commented extensively on the CBS-Radio move, Mutual had one probable reason for silence that the others did not have—its current proposal to realign programming and put heavy emphasis on news [B•T, Feb. 4 *et seq.*]. MBS authorities are currently sounding out their affiliates individually and, they say, getting overwhelmingly favorable response to the plan. If this response continues, they hope to present new affiliation contracts, embodying the changes, to their affiliates during the NARTB convention in April. Authorities accordingly felt one reason for their reluctance to discuss the CBS moves was a feeling that any comment might muddy the waters for their own proposal.

Some Mutual authorities did take the position, however, that any discussion of hourly rates, *per se*, largely missed the point so far as current sales patterns are concerned. On Mutual, they pointed out, most current business isn't in the form of straight program sponsorships, but in packages composed of parts or all of several programs. Kraft Foods, for instance, sponsors five newscasts a day, six days a week, and Miles Labs presents five different newscasters at various times during the week and also underwrites several other programs.

ADVERTISERS & AGENCIES

RALSTON CEREAL SALES SOAR AS RADIO, TV REPLACE PREMIUMS

RALSTON-PURINA Co., St. Louis, which created a wave of excitement last April by dropping premiums from its packaged cereals and at the same time earmarking 80% of an estimated advertising budget of $3 million annually to radio and television, today (Monday) is announcing that its no-premiums "revolution" is paying off with increased sales.

The decision to embark on a "no premium" approach, considered a radical move in the packaged food field, was worked out by Ralston-Purina sales and advertising executives in consultation with officials of Guild, Bascom & Bonfigli, San Francisco, the company's agency. Ralston-Purina over the past 11 months has boasted about its "no premium" policy in its radio and tv commercials and next month, in advertisements in food publications, will proclaim:

"Ever since Ralston closed its toy department, sales have gone up month after month—every single month for a year—better than they ever were with premiums. Grocers all over the country have been applauding Ralston for increased sales . . . housewives too are cheering Ralston for keeping toys and noise off the breakfast table . . ."

Since abandoning premiums, Ralston has invested an estimated $2.4 million in radio and television spot announcements and on ABC-TV's *Bold Journey* program on behalf of Rice Chex, Wheat Chex, Instant and Regular Ralston and Ry-Krisp to reach the adult audience—"the people who actually buy cereals." The remainder of the budget was allocated largely to food, trade and professional publications, with virtually no consumer media used outside of radio-tv.

An explanation of the "no premium" approach and of the emphasis on broadcasting, especially television, was provided by E. J. (Buzz) Hodges, vice president and account supervisor of Guild, Bascom & Bonfigli, who said:

"We are not against premiums *per se* but we feel at this time our concentration on adult approach will help continue to build more and lasting sales for Ralston. And we're using television primarily because this medium lends itself best to our personalized, off-beat approach in which we create our commercials to make friends and loyal customers—not just one-time sales."

An example of the "no premium" and "adult audience" concept, embodying a zany approach, is the following tv commercial used on a recent *Bold Journey* program:

". . . . Here's that professor of premiums, Lee Goodman.

MR. GOODMAN: Oh-hi. Just trying to put together one of these cereal premiums—oops—but I guess you do have to be a professor or construction engineer. Let's see—according to the instructions—'by simply following the theory of relativity you can easily assemble this spaceship by merely attaching the reversible rockets one-two-thousandths of an inch at a 33.4 angle. . . ' Well, here's a cereal that doesn't require an engineering degree—Wheat Chex—because Wheat Chex are a grownup cereal, guaranteed to contain no premiums whatsoever."

Brewers to Hike '57 Radio Buys By 25%, RAB's Taylor Predicts

PREDICTION that the brewing industry will spend 25% more on radio in 1957 than in 1956 is to be made today (Monday) by Sherril Taylor, vice president and director of promotion for RAB.

In a speech prepared for delivery before the annual national sales convention of the Carling Brewing Co. in St. Louis, Mr. Taylor says he based his upward estimate of the brewing industry's radio expenditure on studies of market trends, reports received at RAB headquarters from national and regional brewers and their agencies and a review of "the radio success all producers of food products enjoyed last year." He says that in 1956 radio billings surpassed those in 1955 by 30%. He added:

"Radio's almost-complete penetration (96.3% of the population are regular listeners), its ability to reach millions at any hour of the broadcast day, its economy and its adaptability to serve the needs of all sizes of advertisers are the basic reasons for its economic rebirth. There is an interesting parallel between your industry and mine; we both prosper for the same reason—the public likes us and uses us."

TvB Supplement Lists Bates Tops for Spots

TELEVISION Bureau of Advertising last week issued a supplement to its Spot Expenditure Report for the fourth quarter of 1956 [B•T, Feb. 8], listing Ted Bates & Co. as the leading advertising agency in spot tv billings for the final quarter of last year.

Following Ted Bates in order of spot tv billings, according to TvB, are McCann-Erickson Inc., Young & Rubicam Inc., Dancer-Fitzgerald-Sample Inc., Benton & Bowles Inc., J. Walter Thompson Co., BBDO, Leo Burnett Co., Compton Adv., N. W. Ayer & Son. In its report issued two weeks ago, TvB placed total national spot tv expenditures for 1956 at $397,498,000 and for the final quarter of the year at $107,842,000. N. C. Rorabaugh Co. compiles tv spot data for TvB.

Among the observations made last week by TvB in its supplementary report were that N. W. Ayer & Co. appears in the top ten advertising agencies in spot billings for the first time; that the "significant rise" of D-F-S from seventh place in the third quarter of 1956 to fourth place is "due to increased spot activity of General Mills and Peter Paul Inc.," and that Compton Adv., which did not appear in the top 10 in the third quarter, reappears in the final quarter because of "expanded use of spot tv" by such Procter & Gamble products as Big Top peanut butter, Comet cleanser, Duz and Ivory Flakes.

BBDO SHOOTING FOR $200 MILLION TO TOP $194.5 MILLION OF 1956

IN A DISCUSSION preceding BBDO's 29th annual convention are (l to r) Vice President W. Barry McCarthy, program chairman; Bruce Barton, chairman of the board, and Charles H. Brower, executive vice president.

CASH—the $194.5 million worth BBDO billed in 1956—topped the agenda at that agency's 29th annual convention in New York last week. Coupled with announcement of last year's billings was the prediction by Board Chairman Bruce Barton that "we are going to do more business in 1957 than we did in 1956" (at a current rate of over $200 million).

The billings total is more than $30 million (nearly 20%) over 1955. Broadcasting's share: $65,157,000 (33.5%) in television, $11,475,500 (5.9%) in radio. In 1955 the respective breakdowns were $49.5 million and $19.5 million.

"The $200 Million Challenge" was the format of the hour-long closed circuit on which a panel of the agency's top brass reported to the 2,238 BBDO employes (up 350 over last year) and their families across the country, and to nine of the agency's 15 office cities.

Fred B. Manchee, executive vice president and treasurer, said that half of the 1956 billings came from the New York office and half from the regional offices.

The billing was distributed among the various media in the following proportions: television, 33.5%; radio, 5.9%; general magazines, 22.5%; newspapers, 19.1%; trade papers, 5.6%; farm papers, 1.4%; outdoor and car cards, 3.6%; mechanical production, 7.8% and fees and miscellaneous, 9.6%.

In answer to a question on "how big can an agency get before it reaches the point of diminishing returns in service to clients, efficiency, etc.?" Alex F. Osborn, vice chairman of the board, said "BBDO is now 10 times bigger than it was less than 20 years ago, and we certainly render a lot better service to clients than then. As to efficiency, this can best be judged by considering the amount of business we do in relation to our number of employes."

Branch office operations will continue to grow and be profitable, according to Mr. Osborn, who maintains his headquarters in the agency's Buffalo office. He denied any trend toward consolidation of advertising services in New York because of client management consolidation, mergers, moving of client headquarters, etc. "One reason why we can continue to grow so solidly and so substantially is our multi-office set-up," he said.

Edward Cashin, executive vice president, said that, despite the agency's growth, the agency has no immediate plans for opening additional offices, with the possible exception of one in Montreal to accomodate the expanding Canadian operation. BBDO opened an office in Toronto, it's first outside the United States, in 1956.

J. David Danforth, executive vice president, demonstrated how BBDO account service has improved. He mentioned such examples of increased service as the agency's 15-office public relations network; a mothers' council, junior council, jr. homemakers' and homemakers' councils; in media, a specialist in classified telephone directory advertising; in merchandising, specialists in building materials, agriculture, and sales promotions and contests; in broadcasting, a new closed circuit camera for checking art work and product displays, auditioning models, trying out new production techniques and reviewing product commercial demonstrations.

He also pointed out that the agency is equipped to increase its service in cooperative advertising. He predicted that co-op advertising will become more important in the years ahead.

The present system of agency compensation is satisfactory and the media commission will stand, Mr. Danforth commented. He added that, despite the American Assn. of Advertising Agencies' consent decree, there is no indication that any medium has lost faith in agencies or the commission method.

BBDO's attitude toward the profitability of accounts was commented on by Mr. Cashin, who said: "In 1956 BBDO served 153 clients. Forty-six billed in excess of $1 million, and believe it or not, we have 41 accounts that bill under $100,000. BBDO does not have any hard nor fast rule on either the size of an account or the profit of an account to make it acceptable to us. However, it must be clear to all of us that the reason we do have as large a number of accounts in this category is primarily because of their growth potential."

Other questions handled by the panel covered the longevity of BBDO accounts (average: 14 years); the agency's recruitment and training program; the agency's profit-sharing program (the maximum 15% of employee's salary was paid into the fund in 1956); and why BBDO never resigns an account solely for the reason that it might prefer a larger one.

Other segments of the day-long program included reviews of BBDO advertising campaigns over the past year, and trends in various BBDO departments and services.

W. Barry McCarthy, a BBDO vice president, was chairman of the convention committee.

KISSES, COMMERCIALS

ALL was not seriousness at BBDO's closed-circuited convention last week:

Item: Chairman Bruce Barton asked everyone to wave their handkerchiefs to Ben Duffy, BBDO president recovering from a cerebral hemorrhage. He explained that Mr. Duffy was much better—that when he left him at the hospital the preceding Saturday, Ben called him back and kissed him, he in turn kissed Ben, and so there would be no hard feelings he kissed Ben's red-headed nurse, too.

Item: As a commercial break in the telecast, Revlon Girl Barbara Britton delivered the following:

"Friends, for real advertising . . . real sell . . . look ahead. And you'll choose BBDO . . . most exciting ad agency in the world today. Working to help you sell better . . . today and tomorrow. Yes . . . for the easy way to sell it fast . . . guaranteed to come out perfect every time . . . look to BBDO, America's leading manufacturer of advertising . . . Advertising that percolates as it penetrates. Progress is our most important preoccupation. Once a day, it's brainstorm time. Remember: You haven't sold your hardest sell . . . until you've sold with BBDO. For better things for better living through advertising . . . only BBDO can do so many jobs so well."

Blacklisting Not Practiced In Radio-Tv, Says Foreman

TO THE KNOWLEDGE of at least one top agency executive, there is no general practice of so-called "blacklisting" in the agency field.

According to Robert L. Foreman, BBDO vice president in radio and television, agencies, so far as he knows, do not use such lists as guides in selecting radio-tv talent, producers and others.

Alleged "blacklisting" in radio-tv often has been cited as a cause for certain and sudden shifts in assignments or in dismissals of people employed in radio and tv because of charges of association with groups identified as subversive.

Mr. Foreman also noted that it must be remembered that the advertiser also has a say in the choice of people used in a radio and tv show, and that the sponsor's wish must be respected in making a decision. Mr. Foreman was intervewed on Tuesday night's *Night Beat* program conducted on WABD (TV) New York by Mike Wallace.

SPOT RADIO'S THE TALK OF THE TOWN

THIS SEASON'S unprecedented national advertiser use and interest in spot radio has evoked considerable discussion among top media executives. A major facet—saturation—will be studied Wednesday by Jeremy D. Sprague of Cunningham & Walsh; David J. Mahoney of the Good Humor Corp. and Adam J. Young Jr. of Adam Young Inc., at a New York session of the Radio-Television Executives Society.

At an RTES timebuying and selling seminar last Tuesday, Hope Martinez, BBDO broadcast buyer, and John M. Keavey, director-domestic advertising, Trans World Airlines, took up "Saturation—What Is It?" Condensations of their talks follow:

IT NEEDN'T BE PRIME, BUT HAS TO BE COUNTED

John M. Keavey, TWA

WHAT can you do to help TWA spend more money on radio? I would offer this suggestion—that you re-examine, each of you individually, the rate structure of your station and come up with a practical way for us to reach a greater number of people at reasonable cost without fighting a couple of dozen other advertisers for a limited number of minutes at so-called prime air times.

What happens in the radio business is that everybody wants 8 a.m. Everybody cannot have 8 a.m., but too many times the station which supplies a "four" rating at 8 a.m. and a "two" rating at 2:30 p.m. charges the same rate for both segments. I'm happy to accept a slot at 3 p.m.—or 11 a.m.—or 11:30 p.m. —*only* if you do not ask me to pay $5 for 1,000 listeners at 3 in the afternoon while someone else is paying $5 for 10,000 listeners at 8 in the morning.

Give me a good head count—that's all I ask. Assure me that the cumulative audience of my off-peak timebuys will match (dollar for dollar) the one-time effectiveness of my competitor.

Last night I was looking at *Standard Rate* and I came across a major radio outlet which quoted an "A" time (between 7 p.m. and 10:59 p.m.) of approximately $225. That same station quoted a "B" time (between 5 p.m. and 6:59 p.m.) at a cost of about $175. The particularly interesting angle to me was that the "B" time (at a lower cost) had a higher rating than "A" time.

I submit that any industry which tolerates this kind of mathematical confusion is not helping me to appropriate and spend more budget and that my board of directors might well give the fish eye to any request that we make a dramatic increase in our audio investments.

Let me emphasize that I have put my personal chips more on spot radio than any other medium. For I believe that this is the all-pervasive medium—the one which is with us in all places at all times, day in day out. I believe that this unique medium is closer allied to the mass marketing retail interests of our airline than any other at our command.

I speak therefore as a friend who wants to be friendlier—an ally who believes this medium will become greater and greater and asks that you let me and others like me back up our beliefs with cold cash.

TIMEBUYER TESTIFIES TO RADIO'S BIG ASSETS

Hope Martinez, BBDO

RADIO SATURATION makes good media sense because it offers a combination of big media assets—maximum penetration at low cost, maximum repetition at low cost and immediate impact with a proven technique.

It fits a variety of different product situations. When a product needs market-by-market flexibility and strong local salesmanship, saturation spot radio is frequently the answer. The saturation technique gives you a combination of the top local radio personalities in every market. You take advantage of their cumulative local influence, endorsement value and persuasive salesmanship, as well as repeated message.

If you have a broad-appeal product and your market is everybody, spot radio satura- should be considered. Radio can reach virtually 100% of all the homes in every market. And saturation guarantees that your sales message will reach a tremendous unduplicated audience every week.

When launching a new product, starting from scratch in brand recognition and awareness, you need repetition and plenty of it. Spot radio saturation is ideal in this case because you can afford to tell prospects about your new product several times daily, six or seven days a week. Again and again, you hammer home your product's name and advantages.

In a situation where you have to register immediate sales gains and time does not allow the building of your new sales story block-by-block, spot radio can put across your message with lightning speed. Saturation's penetration and repetition can assure big immediate impact. And finally, to get the most out of your advertising budget, it is wise to remember that spot radio saturation has an attractive price tag. With a limited budget saturation can make a big splash in the spot radio medium.

An advertiser can achieve big radio ratings today not only with adjacencies to better network shows—and these are far fewer than six years ago—but also by participating in shows run by strong local personalities. These big ratings, available through radio, can be bought more economically than ever before because of a general lowering of spot radio costs, particularly through the sizable savings offered on a bulk-buying basis. The unit cost of an announcement bought in an 18- or 24-a-week package plan costs 20 to 30% less than a 260-time rate in 1950. To my mind, 100 rating points is massive market penetration. Yet this can often be achieved with 18 to 24 announcements weekly.

This brings us to saturation's third media advantage—immediate impact. In only a few weeks you can get customers talking about your product. Your sales message gets across to a big chunk of the market with enough repetition to build a lasting impression in the initial weeks of the campaign.

More than anything else, saturation is repetition—the one commodity no product ever has enough of.

Timken to Debut on Tv in Fall With Two NBC Documentaries

TIMKEN Roller Bearing Co., Canton, Ohio, will make its first use of television next fall on NBC-TV. Through BBDO, Cleveland, the industrial firm has picked up two as-yet-unscheduled "specials," one being the next *Project XX* documentary, "The Innocent Years: 1900-1916", the other NBC News & Special Events' documentary on Antarctica, the latter being the third in the network's *This Planet Earth* series. It will deal with the 1958 Geophysical Year expedition.

Meanwhile, Donald Hyatt, associate producer on the *Project XX* series, told B•T Thursday that his associates are "giving considerable serious thought" to making use of live color tv "sometime in the not-too-distant future." Mr. Hyatt explained that "sooner or later, we will exhaust past-tense 20th century history," necessitating a look into the present or future. *Project XX* has already covered a multitude of 20th century "periods." With 1900-1916 upcoming, in "the can" to date are 1914-1918 "The Great War"; 1919-1929 "The Jazz Age"; 1929-1939 "The Thirties"; 1939-1945 "Victory at Sea". Others covered: "The Twisted Cross"—the rise and fall of Nazi Germany; "Nightmare in Red"—the story of Communism; "Three-Two-One-Zero"—the "A" bomb, and "Call to Freedom"—the story of post-war Austria with background history.

Quaker State Oil to Sponsor Mutual's 'Game of the Day'

QUAKER State Oil Refining Corp., through Kenyon & Eckhardt, New York, has contracted with Mutual for sponsorship of the Saturday afternoon baseball *Game of the Day* play-by-play series throughout the season, it was announced last week by MBS Sales Vice President Wendell B. Campbell. *Game of the Day* kicks off March 30. Five-minute sportscasts featuring Frankie Frisch are scheduled on those MBS stations not permitted—by major league regulations—to carry *Game of the Day*. More than 365 MBS stations have been cleared to date for *Game of the Day*.

Mr. Frisch's broadcasts for Quaker State will be heard Saturdays and Sundays from 5:05-5:10 p.m., 9:05-9:10 p.m. Additionally, he will have a Saturday, 12:05-12:10 p.m. and a Sunday 1:05-1:10 p.m. show. All times are EST.

Six Sponsors Sign for ABC Daytime Programming Segments

SIGNING of Carter Products Inc., *Good Housekeeping* magazine, La Choy Food Products and Sterling Drug Inc. as sponsors of ABC morning programs was announced Thursday by George Comtois, national sales manager of ABC Radio. He also reported that American Bird Food Mfg. Corp and General Foods Corp. have renewed their program segments in *Don McNeill's Breakfast Club* (Monday-Friday, 9-10 a.m. EST).

Carter Products (Arrid cream deodorant), New York, through Sullivan Stauffer, Colwell & Bayles, New York, is sponsoring a Thursday, five-minute segment of *Breakfast Club*, effective Feb. 14. La Choy Foods Div. of Beatrice Foods Co., Chicago, through Foote, Cone & Belding, has signed for the same program for the Friday, 9:15-9:20 a.m. EST portion, starting Mar. 1; the Monday, 9:15-9:20 a.m. segment, starting Mar. 4 and the Wednesday 9:55-10 a.m. period, starting Mar. 14.

Good Housekeeping, New York, through Grey Adv., New York, has bought segments of *When a Girl Marries* (Monday-Friday, 10:30-10:45 a.m. EST) for the period Feb. 19-22. Sterling Drug (Bayer Aspirin), New York, through Dancer-Fitzgerald-Sample, New York, has added the Wednesday 10:25 a.m. EST segment of *When a Girl Marries*, starting last week. Sterling also sponsors the Monday, Wednesday and Friday 10:05-10:10 a.m. portion of the program.

Carpet Sweeper Firm Slates Spot Tv in 100 Top Markets

SPOT TV campaign will be launched March 26 by Bissell Carpet Sweeper Co., Grand Rapids, Mich., on some 78 stations in 100 top markets, plus participations on NBC-TV's *Matinee Theatre*.

A fifteen-week drive will be the first of 1957 seasonal campaigns in which tv expenditures will exceed those of last year's schedules. In 1956 Bissell used about 50 stations, as well as participations on NBC-TV's *Home* and *Today* shows. Bissell broke into spot tv in 1955 with a heavy campaign. Recently it has been using limited spot tv.

Length of the upcoming spring drive and frequency of announcements were undetermined last week. Similar schedules will be utilized later this year, including the fall and Christmas seasons. Agency is N. W. Ayer & Son.

Spot Tv Used in Three Markets To Introduce New Kraft Product

A 39 week-long daytime spot tv drive, ranging from 12 to 25 announcements per week, is underway on seven stations in three test markets for Kraft Foods Co. to introduce its new Vita-Heat food product. Business was placed through Needham, Louis & Brorby, Chicago.

Product is being unveiled with one-minute ads on KPRC-TV and KTRK (TV) Houston; KGUL-TV Galveston-Houston (25 spots per week); WJAR-TV and WPRO-TV Providence (15) and, starting today (Monday) on WCPO-TV and WKRC-TV Cincinnati (12 a week). Initial 13-week drive is expected to be the heaviest, with schedules tapering off in succeeding weeks.

Campbell-Ewald Promotes Five

TOP-LEVEL executive changes at Campbell-Ewald Co., Detroit, were announced Wednesday by Henry G. Little, president and board chairman of the agency.

Appointments were those of Joseph J. Hartigan, senior vice president, as vice chairman; Lawrence R. Nelson, secretary-treasurer, as chairman of the executive committee and reelected senior vice president; Colin Campbell, vice president, as senior vice president; Hermon P. Cook as treasurer, and Stoffer J. Rozema as secretary.

Gardner Names Four V.P.'s

FOUR new vice presidents of Gardner Advertising Co., St. Louis, have been announced by the firm's board of directors. They are Kenneth Runyon, director of marketing, and account executives Wells Hobler, William J. Rogers and Michael Ryan.

SPONSORS JUST LOVE BASEBALL RADIO

BASEBALL means sponsors for virtually 98 out of every 100 radio stations carrying play-by-play broadcasts of the games.

This sales lure was pointed up last week in a survey conducted by Radio Advertising Bureau in advance of the 1957 season.

More than half of the stations which replied to RAB's questionnaire said they carried baseball play-by-play broadcasts last year—and only 2.3% of these said their coverage was not sponsored.

Breweries were by far the most frequent sponsors—more often on a regional network than on a purely local station basis—followed by oil distributors and refiners, and automobile dealers, in that order.

The survey was conducted among RAB's 800-plus member stations and accordingly did not include baseball on tv. A total of 516 stations replied, with 300 of these (54.4%) saying they carried play-by-play baseball last season.

Of the 300, 97.7%—293—said their games were sponsored. These 293 reported a total of 516 sponsors.

A total of 165 stations, or 55% of the 300 which carried baseball, reported sponsorships by breweries. Other leading advertiser types, by percentage of stations reporting: oil distributors and refiners, 22.3%; auto dealers, 13%; banks and finance companies, 9.7%; cigarette and tobacco companies, 8.3%; appliance retailers and distributors, 6.7%; carbonated beverages, dairies, and building and lumber supplies, 4.7% each, and other types, 4.3%.

Breweries, oil distributors, cigarettes and tobaccos, and banks and finance companies were advertiser categories inclined more to regional than to purely local sponsorships.

Some 58.7% of the baseball stations said they were parts of regional baseball networks; 23.7% said their games were carried locally, while 17.6% reported both local and regional network coverage.

COLORCASTING®

The Next 10 Days Of Network Color Shows (All times EST)

CBS-TV

Feb. 26 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner (also Mar. 5).

Mar. 1. (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors and agencies.

NBC-TV

Feb. 25 (8-8:30 p.m.) *The Adventures of Sir Lancelot,* Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

Feb. 25 (9:30-10:30 p.m.) *Robert Montgomery Presents,* S. C. Johnson through Needham, Louis & Brorby and Mennen Co. through Grey (also Mar. 4).

Feb. 26-Mar. 1 (3-4 p.m.) *Matinee,* participating sponsors and agencies (also Mar. 5-8).

Feb. 26 (8:30-9 p.m.) *Noah's Ark,* Liggett & Meyers through McCann-Erickson and Max Factor through Doyle Dane Bernbach on alternate weeks.

Feb. 26 (10:30-11 p.m.) *Hold That Note,* Lanolin Plus through Russel M. Seeds (also Mar. 5).

Feb. 27-Mar. 1 (1:30-2:30 p.m.) *Club 60,* co-op sponsors and agencies (also Mar. 4-8).

Feb. 27 (7:30-7:45 p.m. *Xavier Cugat Show,* sustaining (also Mar. 1, 6).

Feb. 27 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods through J. Walter Thompson (also Mar. 6).

Feb. 28 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson.

Mar. 2 (1-2 p.m.) *Your Figure Is Your Fortune,* Warner Bros. Co. through C. J. La Roche.

Mar. 2 (8-9 p.m.) *Perry Como Show,* participating sponsors and agencies.

Mar. 3 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America through Fuller & Smith & Ross.

Mar. 4 (8-9:30 p.m.) *Producers' Showcase* "Romeo and Juliet," RCA and Whirlpool-Seeger through Kenyon & Eckhardt and John Hancock Mutual Life Insurance Co. through McCann-Erickson.

Mar. 5 (9:30-10:30 p.m.) *The March of Medicine,* Smith, Kline & French Labs through Doremus-Eshleman Co.

Mar. 6 (8-9 p.m.) *"Maurice Chevalier's Paris,"* Breast-O-Chicken through Foote, Cone & Belding.

Pratt Named Hoyt Co. Director; Roberts Elected Vice President

RICHARD G. PRATT, vice president of Charles W. Hoyt Co., New York, has been elected a member of the board of directors of the agency and James R. Roberts, an account executive, has been appointed a vice president.

Announcement of the changes was made by Winthrop Hoyt, board chairman, at the 48th annual meeting of the agency's stockholders in New York. Mr. Hoyt reported that 39% of the company employes are now stockholders in the corporation.

Mr. Pratt joined Hoyt in 1938 and became a vice president in 1953. He serves as service manager on several accounts using radio and tv. Mr. Roberts has been with the company since 1948 and was elected a director in 1950 and secretary of the company in 1953. He is account executive on Monticello Drug Co., which places 80% of its budget in radio, 10% in television and 10% in newspapers.

MR. PRATT

MR. ROBERTS

New Food Products Corporation Considers Radio-Tv Advertising

FORMATION of American Brands Inc., New York, a new food products corporation, was announced last week by David G. Lyon, board chairman and former agency executive with Raymond Spector and Cecil & Presbrey.

First product to be marketed by American Brands Inc. is an instant liquid tea concentrate, "2 Sec'n Tea," which will be introduced regionally next month. Maxon Inc., has been retained as American Brands' agency, and radio-tv advertising is definitely being considered, according to a spokesman for American Brands.

Mr. Lyon is the son of Alfred E. Lyon, board chairman of Phillip Morris Inc. Other officers include Arnold Fink, president, former head of Globe Canteen Inc. and the developer of "2 Sec'n Tea"; Bess Myerson, former "Miss America" and ABC-TV personality, director and vice president, who will play a "prominent role" in exploitation and advertising plans.

Hadacol Maker Seeks To Bypass Rate Cards

STATE SEN. Dudley J. LeBlanc, known as the Hadacol man from Louisiana, has returned to the broadcast scene with a new product that he proposes to sell without benefit of rate cards.

Instead of a tonic, the Senator is now introducing Kary-On vitamin and mineral tablets. Apparently recalling his radio crusade for Hadacol tonic, a series of campaigns that wound up in assorted legal intricacies, he again proposes to use per inquiry time. Two special gimmicks are involved—the first bottle is free; the second bottle costs the customer $2 and Sen. LeBlanc offers to send back half of this to the station.

The offer to stations promises to furnish transcriptions "with a top pitch man saying in effect that 'Senator LeBlanc, the man who discovered Hadacol; who was among the first to put a vitamin and mineral tonic on the American market; the man who has made an extensive study of vitamins and minerals—has a new vitamin and mineral formula that has worked wonders with the people who have used it'."

The Senator has so much faith in the formula, his "pitch man" will say, "that he is willing to send you absolutely free a 30-day trial of his famous Triple AAA Kary-On vitamin and mineral tablets which have a retail value of up to $5."

Under the plan, the customer gets his free bottle with "top-best selling literature." In 30 days another bottle goes to the customer, plus a bill for $2. "Immediately upon receiving payment, we would give you half which, in this case, would be $1," the letter to stations explains. LeBlanc Vitamin Co., under contract terms, would agree to do business with only one station "in this town." The station agrees to broadcast at least 15 spots a day for the first 30 days and then not less than seven spots a day. Affidavits of performance are required.

Another per inquiry deal offered broadcasters is based on an Elvis Presley game "designed to give you the thrill of forecasting who your future sweetheart will be." The project, submitted by Lakeside Television Co., New York, species a $3 price for the game, with the station keeping 50 cents.

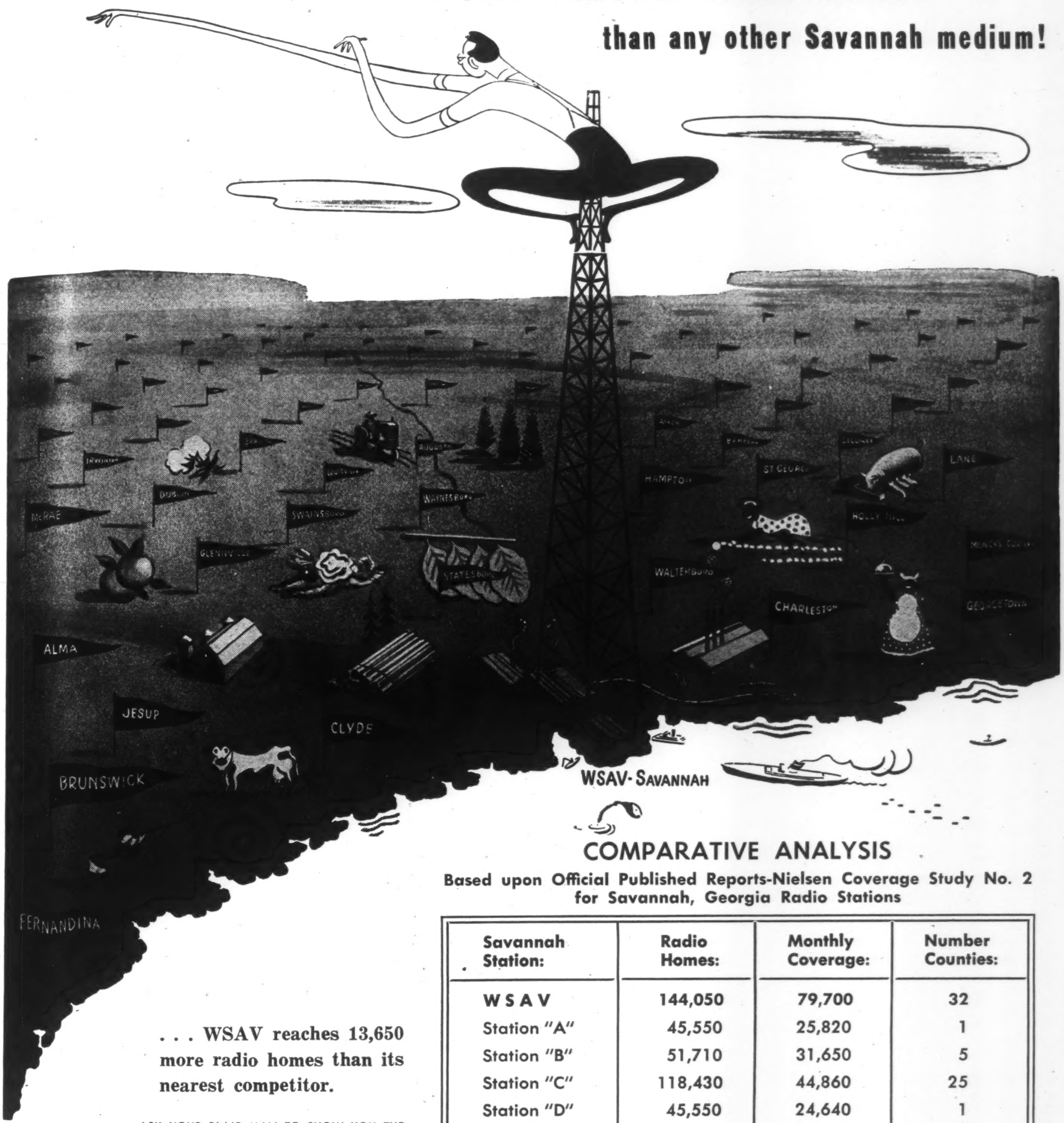
Bozell & Jacobs on behalf of Melton Publishing Co. is promoting a per inquiry travel expense and income tax record book that sells for $3 plus 35¢ postage. The station keeps $1.05.

Carter Takes Network Hockey

CBS-TV has sold part of its Saturday afternoon National Hockey League series to Carter Products Inc. (Rise shave cream, Arrid men's deodorant) in some 80 of the 115 cities to which it feeds the games, covering the last four games of the 10-game series. Stations in other markets are carrying it on a co-op basis. Agency is Ted Bates & Co., New York.

WSAV reaches more homes

than any other Savannah medium!


McRAE
IRWINTON
DUBLIN
GLENNVILLE
SWAINSBORO
LOUISVILLE
AUGUSTA
WAYNESBORO
STATESBORO
ALMA
JESUP
CLYDE
BRUNSWICK
FERNANDINA
AIKEN
BAMBERG
HAMPTON
ST GEORGE
LANE
HOLLY HILL
WALTERBORO
CHARLESTON
MONCKS CORNER
GEORGETOWN
WSAV-SAVANNAH

COMPARATIVE ANALYSIS

Based upon Official Published Reports-Nielsen Coverage Study No. 2 for Savannah, Georgia Radio Stations

Savannah Station:	Radio Homes:	Monthly Coverage:	Number Counties:
W S A V	**144,050**	**79,700**	**32**
Station "A"	45,550	25,820	1
Station "B"	51,710	31,650	5
Station "C"	118,430	44,860	25
Station "D"	45,550	24,640	1
Station "E"	117,140	66,050	24

Average Daily Circulation (ABC Reports):

Savannah Newspaper "M"—51,698	Savannah Newspaper "E"—23,589

. . . WSAV reaches 13,650 more radio homes than its nearest competitor.

ASK YOUR BLAIR MAN TO SHOW YOU THE COMPLETE NCS No. 2 REPORT

It's 630 in Savannah WSAV

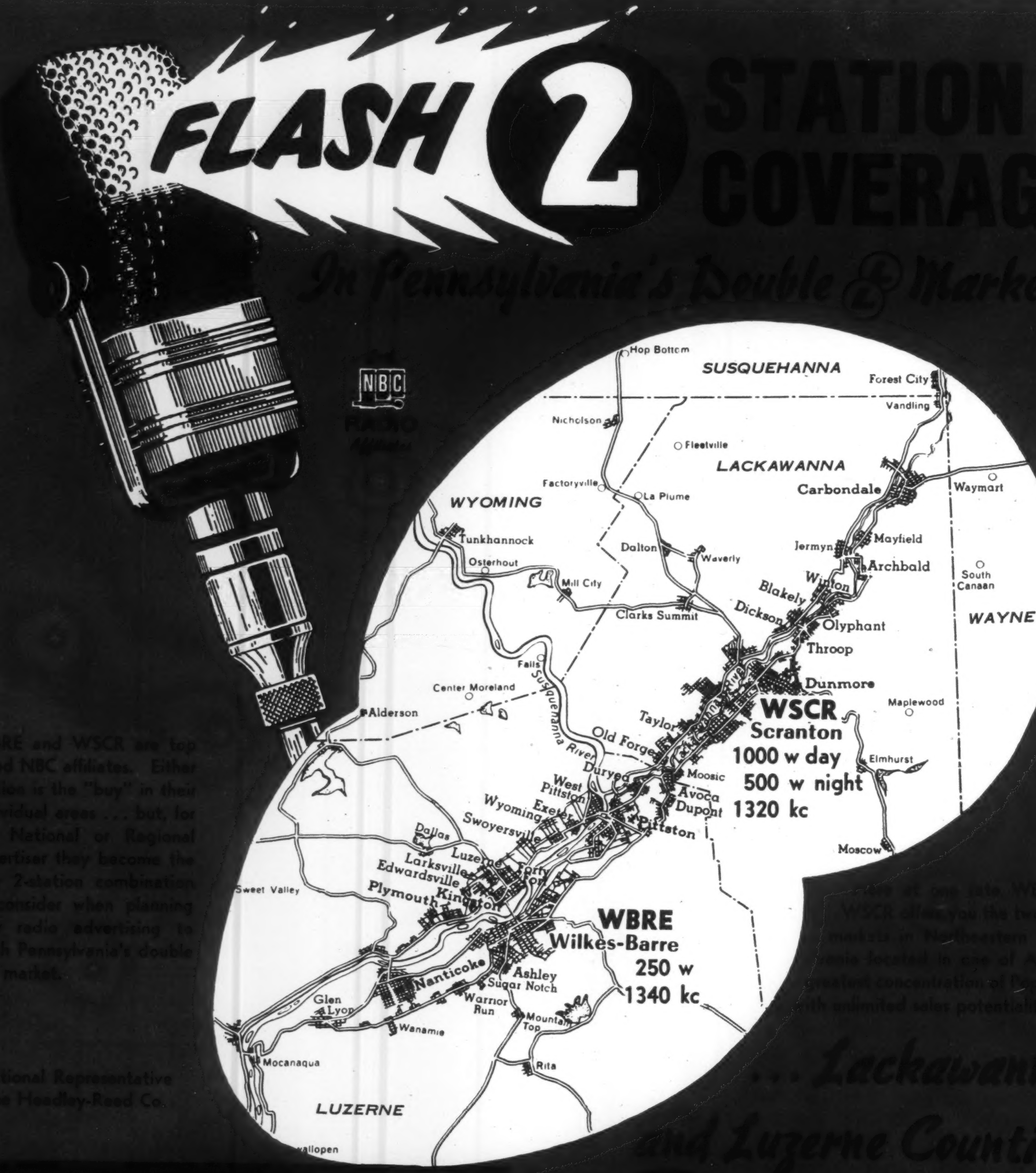
630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

398,500 Home Radios . . . 164,225 Car Radios
2 Popular Radio Stations at 1 Low Rate!


FLASH
2
NBC
RADIO
Affiliates
Hop Bottom
SUSQUEHANNA
Forest City
Vandling
Nicholson
Fleetville
LACKAWANNA
Carbondale
Waymart
Factoryville
La Plume
WYOMING
Tunkhannock
Dalton
Waverly
Jermyn
Mayfield
Archbald
South Canaan
Osterhout
Mill City
Winton
Blakely
Clarks Summit
Dickson
Olyphant
WAYNE
Throop
Falls
Dunmore
Center Moreland
Maplewood
Alderson
Susquehanna River
Taylor
WSCR
Scranton
1000 w day
500 w night
1320 kc
Old Forge
Elmhurst
Duryea
Moosic
West Pittston
Avoca
Dupont
Wyoming
Exeter
Pittston
Swoyersville
Dallas
Moscow
Luzerne
Larksville
Forty Fort
Edwardsville
Kingston
Sweet Valley
Plymouth
WBRE
Wilkes-Barre
250 w
1340 kc
Nanticoke
Ashley
Sugar Notch
Glen Lyon
Warrior Run
Mountain Top
Wanamie
Mocanaqua
Rita
LUZERNE
Shickshinny
Wapwallopen

STATION COVERAGE

In Pennsylvania's Double Ⓛ Market . . .

WBRE and WSCR are top rated NBC affiliates. Either station is the "buy" in their individual areas . . . but, for the National or Regional advertiser they become the only 2-station combination to consider when planning your radio advertising to reach Pennsylvania's double "L" market.

National Representative
The Headley-Reed Co.

Here at one rate WBRE and WSCR offers you the two largest markets in Northeastern Pennsylvania located in one of America's greatest concentration of Populations with unlimited sales potentialities.

. . . Lackawanna and Luzerne Counties

WBRE
WILKES-BARRE PENNSYLVANIA
WSCR
SCRANTON PENNSYLVANIA

1 RATE

for National or Regional Advertisers . . . !

Advertising Researcher Hits Overemphasis on Tv Ratings

"ADVERTISING is a sick, frightened profession of insecure men who have completely lost sight of their objectives," Paul Wallach, advertising researcher, said last Monday at the Hollywood Advertising Club. He charged that they had allowed their interest in ratings to take precedence over service to their clients, holding the best programs for rating week broadcasts and forgetting that sales are what really count.

An experimental survey conducted by mail ballots to 60,000 western subscribers to a tv fan magazine, of whom 12,000 replied, show listener loyalty to be more important than size of audience, Mr. Wallach said. He reported that while Ed Sullivan has a "spectacular audience" and sponsor identification of better than 90% of his viewers, less than 13% say that they are influenced by the program's commercials. Conversely, he said, *Noah's Ark*, reportedly being dropped because of low ratings, has a greater consumer loyalty potential than almost any other program now on the air.

The most liked type of tv commercial—filmed dramatizations or animated cartoons—can swiftly become not only disliked but an actual creater of antagonism toward the product, driving customers away instead of attracting them, if it is repeated too frequently, Mr. Wallach reported.

Unless agencies wake up and begin using other kinds of research than audience ratings they may find themselves displaced with a new profession, advertising management, which will evaluate programs on the basis of sales effectiveness, rather than high ratings, he added.

LATEST RATINGS

NIELSEN TV

Two weeks ending Jan. 26

TOTAL AUDIENCE[1] (HOMES-000)

1.	*I Love Lucy*	18,510
2.	*Ed Sullivan*	18,039
3.	*Color Carnival* (Lewis)	17,567
4.	*Disneyland*	16,270
5.	*December Bride*	15,209
6.	*Perry Como*	15,170
7.	*$64,000 Question*	14,934
8.	*I've Got a Secret*	14,659
9.	*Jack Benny*	14,462
10.	*Godfrey's Scouts*	14,266

TOTAL AUDIENCE[1] (%)[3]

1.	*I Love Lucy*	48.3
2.	*Ed Sullivan*	47.3
3.	*Color Carnival* (Lewis)	46.6
4.	*Disneyland*	42.7
5.	*Perry Como*	40.3
6.	*December Bride*	39.7
7.	*$64,000 Question*	38.8
8.	*I've Got a Secret*	38.7
9.	*Godfrey's Scouts*	38.4
10.	*Jack Benny*	37.9

AVERAGE AUDIENCE[2] (HOMES-000)

1.	*I Love Lucy*	17,882
2.	*Color Carnival* (Lewis)	14,934
3.	*Ed Sullivan*	14,541
4.	*December Bride*	14,187
5.	*I've Got a Secret*	13,912
6.	*$64,000 Question*	13,755
7.	*GE Theatre*	13,441
8.	*Jack Benny*	13,244
9.	*Godfrey's Scouts*	13,126
10.	*Perry Como*	13,087

AVERAGE AUDIENCE[2] (%)[3]

1.	*I Love Lucy*	46.6
2.	*Color Carnival* (Lewis)	39.6
3.	*Ed Sullivan*	38.1
4.	*December Bride*	37.0
5.	*I've Got a Secret*	36.7
6.	*$64,000 Question*	35.7
7.	*GE Theatre*	35.4
8.	*Godfrey's Scouts*	35.3
9.	*Perry Como*	34.7
10.	*Jack Benny*	34.7

[1] Homes reached by all or any part of program, except for homes viewing only 1 to 5 minutes.
[2] Homes reached during average minute of program.
[3] Based on tv homes within reach of station facilities used by each program.

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TRENDEX

Feb. 1-7

PERCENTAGE RATINGS

1.	*Ed Sullivan*	34.9
2.	*I Love Lucy*	30.8
3.	*Wyatt Earp*	30.7
4.	*The Lineup*	30.3
5.	*Perry Como*	30.3
6.	*GE Theatre*	28.8
7.	*December Bride*	28.4
8.	*Red Skelton*	28.1
9.	*Disneyland*	27.5
10.	*$64,000 Question*	27.3

BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor(s), agency(s), day and time.

Jack Benny (CBS-172): American Tobacco (BBDO), Sun. 7:30-8 p.m.

December Bride (CBS-183): General Foods (B&B), Mon. 9:30-10 p. m.

Perry Como (NBC-121): Gold Seal (Campbell-Mithun), Kimberly-Clark (FC&B), Noxzema (SSC&B), Sunbeam (Perrin-Paus), RCA (K&E), S&H Green Stamps (SSC&B), Sat. 8-9 p.m.

Disneyland (ABC-176): American Motors (Geyer-Brooks, Smith, French & Dorrance), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.

GE Theatre (CBS-148): General Electric (BBDO), Sun. 9-9:30 p.m.

Godfrey Scouts (CBS-163): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.

I Love Lucy (CBS-160: General Foods (Grey), Procter & Gamble (Y&R), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-180): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

The Lineup (CBS-176): Brown & Williamson (Bates), Procter & Gamble (Y&R), Fri. 10-10:30 p.m.

$64,000 Question (CBS-175): Revlon (BBDO), Tues. 10-10:30 p.m.

Color Carnival (NBC-125): Oldsmobile (Kudner), RCA (K&E), Sat. 9-10:30 p.m.

Red Skelton (CBS-100): S. C. Johnson (FC&B), Pet Milk (Gardner), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-165): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Wyatt Earp (ABC-100): Generel Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Franco Assoc. Institutes Suit In New York Against Three Firms

A SUIT was instituted in New York State Supreme Court Wednesday against Chemical Corn Exchange Bank, Rexall Drug Co., and United Cigar-Whelan Corp. by Carlos Franco Assoc., New York, in the latest move of the agency's fight against Seaboard Drug Co. and its present agency, Grant Adv., New York [B•T, Dec. 10, 1956, *et seq*].

The suit—three separate actions—was in the name of Mr. Franco and the sheriff of the City of New York. Following authorization by Supreme Court Justice Henry Clay Greenberg Feb. 20, it seeks to have the three companies turn over to the sheriff "monies or property" totaling $28,572.87—from Chemical Exchange, $15,092.96; Rexall, $11,147.36, and United Cigar-Whelan, $2,332.55—in aid of the $45,000 warrant of attachment filed Nov. 23, 1956, with New York State Supreme Court Justice Irving A. Saypol. At that time, a number of firms had 90 days in which to comply with the order. Counsel for Franco told B•T last week that action was instituted upon expiration of this period.

On Thursday, Chemical Corn Exchange turned over to the sheriff the $15,092.96.

Meanwhile, Franco Assoc. made a motion to strike out the counterclaim of $250,000 filed by Seaboard on the basis of "insufficient cause of action." It is scheduled for hearing this coming Thursday.

Four Vice Presidents Named By Leo Burnett Adv. Agency

SEVERAL key appointments were announced by Leo Burnett Co. Wednesday involving its copy department. John Matthews was elected vice president, associate copy director and manager of the copy department. Three others—Howard Shank, Ernest Eversz and Ben S. Laitin—were elected vice presidents and associate copy directors. H. William Jell Jr. was assigned to the Kellogg account as a copywriter.

Earlier last week it was announced that Thomas A. Wright Jr. had been promoted from media group supervisor to manager of the media department at Leo Burnett Co., Chicago.

Last appointment was announced by Leonard Matthews, vice president in charge of media. Mr. Wright will assume certain duties heretofore exercised by Mr. Matthews.

Value of Radio-Tv Advertising Cited at Flint, Mich., Meeting

FAILURE of advertisers to utilize fully the radio and tv pipelines into the homes and families of the nation "is as absurd as for a manufacturer to refuse to use modern technological improvements to increase efficiency and cut costs, Richard P. Doherty, management consultant, said Wednesday in an address to the Flint (Mich.) Executives Club.

Commercial tv is an industry giving employment to several millions persons in the production-distribution and servicing of sets, and the broadcast operations, he said, adding that just a few years ago the industry didn't even exist.

"Without advertising this industry, as many others, would have grown slowly and leisurely," he said.

Mr. Doherty broke the total advertising dollar into newspapers 33.6%, direct mail 14.1%, television around 12%, magazines 7.9% and radio 5.9%.

Pabst Brewing Co. May Drop Co-Sponsorship of ABC-TV Fights

PABST Brewing Co., Chicago, once again is in process of re-appraising its advertising budget, with the prospect it will drop co-sponsorship of ABC-TV's *Wednesday Night Fights* before the contract expires May 29.

Date of cancellation was understood to hinge on ABC-TV's ability to line up another sponsor to share the tab with Pabst's co-sponsor, the Mennen Co. Pabst agency is Leo Burnett Co., Chicago.

Simultaneously, there were reports that Lester Malitz, Burnett vice president on the account, would resign the agency to set up his own production company and package the fights. Reports were neither confirmed nor denied by principals involved.

Pabst has been re-evaluating its sponsorship of the boxing matches, on and off, for the past six months in line with overall study of its advertising budget. The fight series continues through the summer months.

WSAAA to Explore Ad Future

WESTERN States Advertising Agencies Assn. will hold its seventh annual conference April 25-27 at the Oasis Hotel, Palm Springs, Calif. The conference theme will be "The Advertising Business—in 1962."

AGENCY APPOINTMENTS

CBS Radio appoints Doyle Dane Bernbach, N. Y., succeeding Marschalk & Pratt Div., McCann-Erickson.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,230,000 people in the U. S. over 12 years of age during the week Feb. 10-16. This is how they spent their time:*

70.3%	(85,928,000)	spent	1,824.5	million hours	WATCHING TELEVISION
57.4%	(70,160,000)	spent	1,015.1	million hours	LISTENING TO RADIO
81.0%	(99,006,000)	spent	392.7	million hours	READING NEWSPAPERS
29.2%	(35,691,000)	spent	166.6	million hours	READING MAGAZINES
24.9%	(30,435,000)	spent	284.1	million hours	WATCHING MOVIES ON TV
25.9%	(31,657,000)	spent	130.5	million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co. Inc.

* All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

GLAD TO HELP • Television, albeit by indirection, can take credit for enriching the coffers of a rival—*Time* magazine. Sindlinger's "Activity" report shows magazine reading at 166.6 million hours the week Feb. 10-16, up 32.3 million hours from the previous week. The increase is attributed largely to *Time's* cover story of tv's Charles Van Doren, star contestant of NBC-TV's *Twenty One*.

Edinger-Wyckoff Inc. (merchandising display fixtures), Stroudsburg, Pa., appoints Leon A. Friedman Adv., N. Y.

R. M. Hollingshead Corp. (manufacturer of waxes, polishes, automotive chemicals), Camden, N. J., appoints Gray & Rogers, Phila.

Astron Corp., East Newark, N. J., appoints Paul Haydn Assoc., East Point Ga.

Videola-Erie Corp. distributor of hi-fi radios and phonographs, N. Y., appoints A. D. Adams, same city.

Shearman Bros. Co. (manufacturers of upholstered furniture), Jamestown, N. Y., appoints Lee Ramsdell & Co., Phila.

SPOT NEW BUSINESS

Berolio Import Co., N. Y., has launched radio campaign for Filippo Berio imported olive oil, using daily 10-minute program in Italian on WOV New York; daily 15-minute program in Italian on WGES Chicago, and one-minute spot announcements in English and Italian on WORL and WBOS Boston, WJMJ Philadelphia, WPAW Pawtucket (R. I.), WHIM Providence and WACE Springfield, Mass. Agency: Emil Mogul Co., N. Y.

American Cyanamid Co., chemical and agricultural division, through Cunningham & Walsh, N. Y., buying 21 radio spots per week in farm markets, Feb. 20-March 4.

NETWORK NEW BUSINESS

Standard Oil Co. of California to begin sponsorship of *Chevron Headline News* on ABC Western Div. radio network, Mon.-Fri., 5:45-6 p.m., for 52 weeks effective Mar. 4. Agency: BBDO, San Francisco.

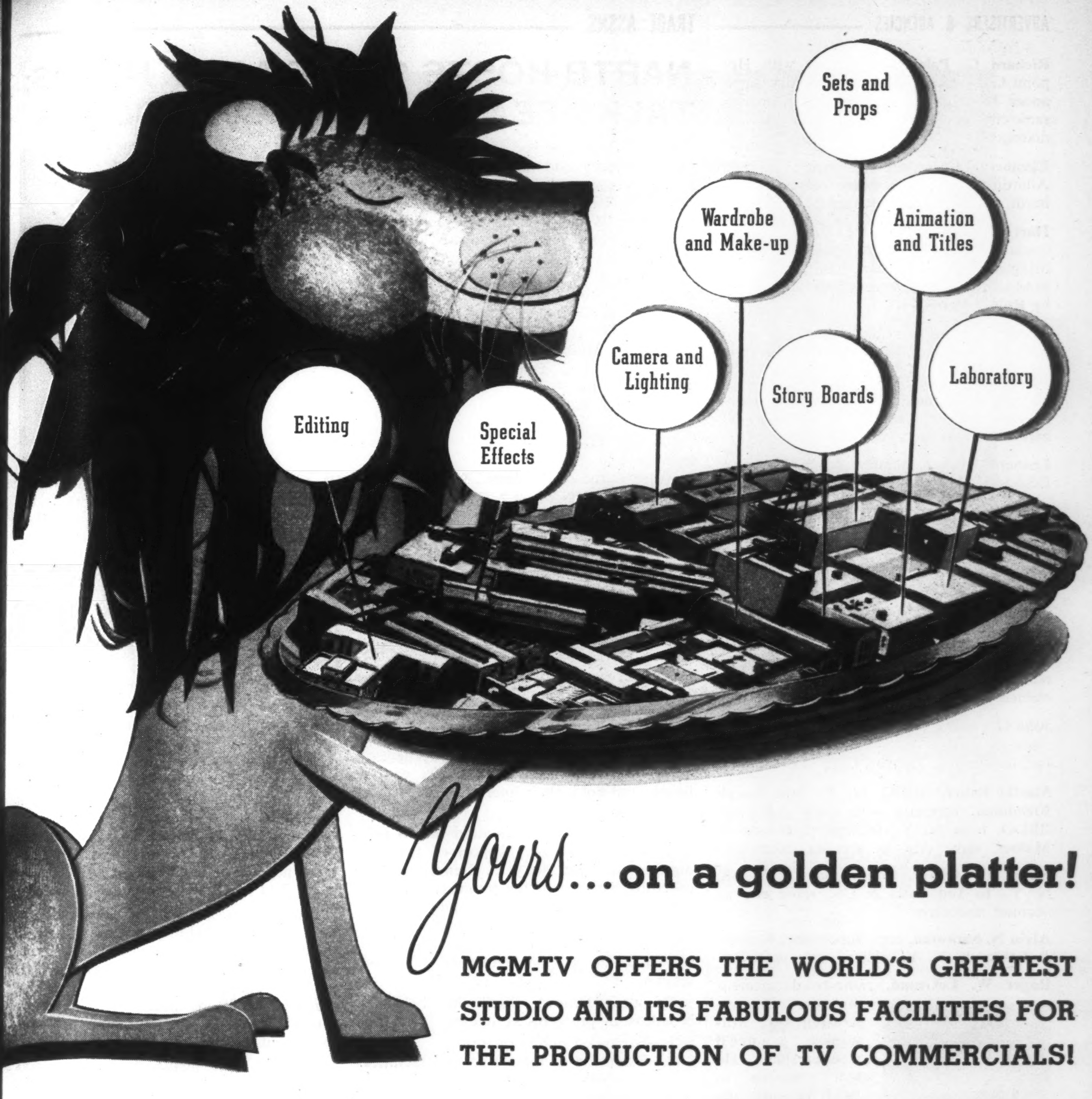
Scudder Food Products (Laura Scudder's potato chips, peanut butter and mayonnaise), Monterey Park, Calif., have signed for CBS Film Sales, *Whirlybirds* half-hour tv film series in L. A., S. F., Bakersfield and San Diego. Agency: Mottle & Siteman Adv., L. A.

A&A PEOPLE

David W. Thurston, product manager, General Foods Co., to Lennen & Newell, Inc., N. Y., as vice president and account executive.

SAN FRANCISCO BEAT
based on true police cases

SPONSORSHIP of *San Francisco Beat* for 26 weeks on WLAC-TV Nashville, Tenn., has been signed for by Home Federal Savings & Loan Assn. of that city. At the contract signing are (l to r) Robert M. Resuschle, WLAC-TV general sales manager; T. B. Baker Jr., the station's executive vice president-general manager; E. W. McGovern, president of Home Federal; Bill Dillon, partner of Clayton-Dillon Adv. Agency, Nashville, and Harold Crump, WLAC-TV account executive.



Yours...on a golden platter!

MGM-TV OFFERS THE WORLD'S GREATEST STUDIO AND ITS FABULOUS FACILITIES FOR THE PRODUCTION OF TV COMMERCIALS!

For the first time—all under one roof—the tremendous physical and technical resources of M-G-M's 185-acre Culver City lots are yours to command.

Here is a city within a city—giant stages and sets, prop and make-up departments, story development, research experts—and much more.

The most modern camera equipment and M-G-M's own laboratory are geared up and ready-to-go to give you split-second action on the production, processing and "on-time" delivery of black-and-white or color TV film commercials.

The personnel and artisans employed on your commercials or industrial films are the same people that have made M-G-M the most famous trademark in the history of entertainment.

The same animation department which has consistently won awards for its "Tom and Jerry" and other cartoons can now create characters for you.

All this at competitive prices. Your inquiries are cordially invited—today!

MGM-TV

A SERVICE OF LOEW'S INCORPORATED
1540 Broadway, New York 36, N. Y.
JUdson 2-2000

✓ Virgil "Buzz" Ellsworth
Director of the Commercial and Industrial Dept.
M-G-M Studios, Culver City, Calif., TExas 0-3311

Richard G. Palmer, previously with Hotpoint Co., Chicago, to Easy Laundry Appliances Div. of Murray Corp. of America, same city, as marketing analysis and research manager.

Elizabeth Crumpacker, former partner, Allardice-Ridgeway Inc., to Kenyon & Eckhardt, N. Y., as staff publicist.

Harry Berns, art director, Wilson & Co. (meat packers), Chicago, appointed advertising manager for bacon, ham and sausage products. He is succeeded as art director by **Robert Berns.**

Michael O'Rourke, Grant Adv., Hollywood, named director of West Coast public relations.

Sherwood Dodge, vice president-general manager, Foote, Cone & Belding, N. Y., named national marketing director.

Leonard Keenon, sketch artist, Kenyon & Eckhardt, N. Y., named tv art director.

Mereton Abbott, copy chief, Rose-Martin, N. Y., to Blaine-Thompson Co., same city, as copy chief.

T. Jack Henry, advertising-sales promotion manager, Mercury Div., Ford Motor Co., Detroit, to McCann-Erickson, same city, as vice president—director of client service.

Reginald L. Johnson, senior advertising manager, Johns-Manville Corp., N. Y., elected vice president of J-M Sales Corp.

John G. Jennings promoted from sales supervisor to general sales manager of Noreen Inc. (cosmetics), Denver, Col.

Martin Baker, BBDO, N. Y., and **Joseph Freedman,** formerly with Grey Adv. and BBDO, both N. Y., to Ogilvy, Benson & Mather, same city, as account executives.

Henry H. Arthur, Cunningham & Walsh, N. Y., to Ted Bates & Co., same city as account executive.

Alvin N. Sarasohn, copy supervisor, Kenyon & Eckhardt, N. Y., elected vice president.

Roger W. LeGrand, radio-tv department director, Cramer-Krasselt Co., Milwaukee, named vice president. He will continue to head radio-tv department.

MR. LeGRAND

Perry Brand, account supervisor, and **Arch Macdonald,** creative director, Campbell-Mithum Inc., Chicago, elected vice presidents.

Robert J. Ward, Calif. Adv. Agency account executive, to Compton Adv., L. A., in similar capacity.

Mrs. Leonora F. Peters to N. W. Ayer & Son, N. Y., as assistant time buyer.

Darrel C. Roberts, head of N. Y. office, MacManus, John & Adams, named personal assistant to president.

NARTB HOSTS STATE ASSN. HEADS; TALKS FEATURE MEDIA PROBLEMS

A CITATION for its radio-tv role in 1956 elections was presented to NARTB Thursday at the state association meeting by Brendan Byrne, (r), executive director of American Heritage Foundation. NARTB President Harold E. Fellows receives the award. Below, FCC Chmn. George C. McConnaughey.

BROADCASTERS, accustomed to a life of conflict locally and nationally, heard their problems reviewed in detail last week at NARTB's second annual State Asso. Conference in Washington as government and industry leaders met with a half-hundred state association presidents.

FCC Chairman George C. McConnaughey and W. Randolph Burgess, Undersecretary of the Treasury, led government spokesmen in briefing the presidents on regulatory problems and Washington developments. Harold E. Fellows, NARTB president, listed the 10 main problems facing broadcasters and told what his association and state groups are doing about them.

Howard H. Bell, assistant to President Fellows and NARTB's state coordinator, presided at the conference.

Chairman McConnaughey wound up a talk directed at the industry's codes and broadcasters' programming by coming out in favor of five-year license renewals instead of the present three-year period, provided stations meet "the minimum requirements" (see story, page 44). He urged broadcasters to help the work of the national and state associations. The state presidents were told by FCC staff officials they will be called on to lend local support to a move to obtain five-year licenses.

Reviewing the changing patterns in modern life, Chairman McConnaughey said broadcasters must offer balanced programming that keeps pace with habits of the people and holds their interest.

NARTB was presented a citation by American Heritage Foundation for its role in organizing radio-tv support of the get-out-the-vote drive last year. Brendau Byrne, executive director of the foundation, said a record turnout was attained despite forecasts that the vote would be well under the 1952 figure. Mr. Byrne presented the citation to Mr. Fellows at the Thursday luncheon session.

President Fellows listed the 10 main broadcasting problems as follows:

1—Expanded public relations.
2—Extension of remote control facilities.
3—Freedom of access for radio-tv.
4—Television allocations.
5—Solutions to Sec. 315 (political) anomaly.
6—Threat of invasion of broadcast frequencies.
7—Legislation and investigations.
8—Tv music copyright negotiations.
9—Reliable audience measurement procedures.
10—Upgrading of standards by sound ethical practices.

Explaining how the association is meeting these problems, Mr. Fellows said public relations activity is being expanded in many directions and called on state associations to do their part in correcting errors of broadcasters and defending locally against unjust charges. He reviewed progress of efforts to gain access to public events and courtrooms for radio-tv facilities and the problems created by Canon 35 of the American Bar Assn. (see bar stories, pages 40 and 70).

Mr. Fellows forecast progress in 1957 in the effort to extend remote control privileges to all broadcast facilities in line with electronic progress. He cited the NARTB board's position in opposing pay-tv if it would employ frequencies reserved for broadcasting. As to ASCAP, he observed that an all-industry meeting on the tv copyright negotiations will be held during the April 7-11 NARTB convention in Chicago.

Mr. Burgess, subbing for Treasury Secretary George M. Humphrey, told delegates their broadcasts and telecasts were a major factor in the drive to sell savings bonds. He asked for cooperation in the Treasury's campaign to sell bonds under a revised interest formula and to induce the public to hold on to present bonds.

NARTB staff members discussed work of their departments. Donald N. Martin, public relations assistant to the president, outlined the public relations effort and explained how the department was being expanded. Vincent T. Wasilewski, government relations manager, spoke on legislative developments. Mr. Bell traced the freedom of access situation in detail and Robert L. Heald, chief attorney, handled the legal side of broadcast and association activity.

Charles H. Tower, NARTB employer-employe relations manager, described plans to renew the association's efforts to have small-market broadcasters exempted from the wage-hour law. He said exemption would benefit two-thirds of radio and one-fourth of tv stations.

Charles A. Batson, WIS-TV Columbia, S. C., president of South Carolina Radio &

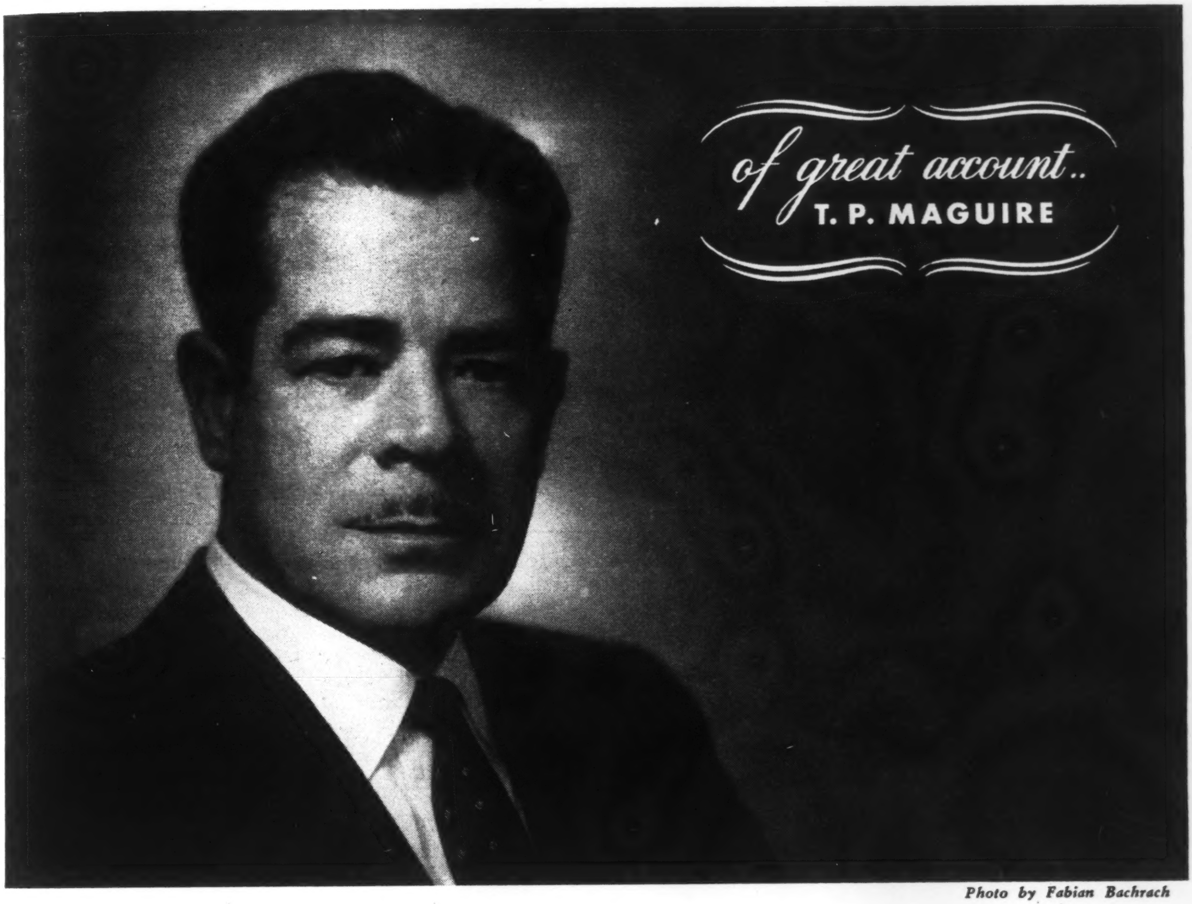

of great account..
T. P. MAGUIRE

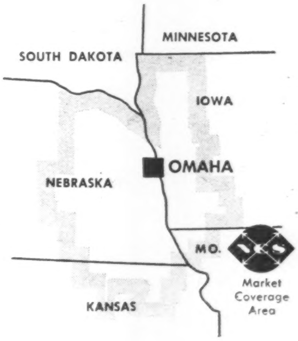
Photo by Fabian Bachrach

"KMTV Delivers Dividends on Ad Dollars . . ."

says T. P. Maguire, Business Manager—Radio & TV—Maxon, Inc.

"By delivering the right combination of . . . broad coverage . . . balanced programming . . . plus sound merchandising support, KMTV delivers dividends on ad dollars invested in the Omaha market", Mr. Maguire said.

KMTV was among the top 20 stations in the number of national spot accounts throughout 1956. Schedule KMTV to sell this $2½ billion market area. See your Petry representative today.


MINNESOTA
SOUTH DAKOTA
IOWA
OMAHA
NEBRASKA
MO.
Market Coverage Area
KANSAS

COLOR TELEVISION CENTER **KMTV** CHANNEL 3

NBC-TV
ABC-TV

OMAHA

Represented by
EDWARD PETRY & CO., INC.

Tv Broadcasters Assn., made a report on government relations activity in that state. Richard W. Chapin, KFOR Lincoln, Neb., president of Nebraska Broadcasters Assn., spoke of the state's personnel placement center. David H. Morris, KNUZ Houston, president of Texas Assn. of Broadcasters, reported on state broadcast promotions. Phil Hoffman, KLZ Denver, president of Colorado Broadcasters & Telecasters Assn., introduced a film, "Electronic Journalism in the Courtroom," showing delegates how radio-tv operated during the Colorado murder trial of John Gilbert Graham.

James M. Boyd, vice president, Theatre for Industry, Ira Mosher Assoc., gave a talk on ways of planning and running a meeting. Dr. Sydney Head, president of Assn. for Professional Broadcasting Assn. and director of the U. of Miami broadcasting-film services, listed ways broadcasters can cooperate with educators.

Four Named Winners In VOD Contest

FOUR national winners in the 10th annual Voice of Democracy contest were presented Friday at a banquet held at the Sheraton Park Hotel, Washington. Forty-eight other state and territorial winners joined the quartet in a tour around Washington as guests of NARTB, Radio-Electronics-Mfrs. Assn. and U. S. Junior Chamber of Commerce.

The national winners received gold recordings of their winning talks and $500 scholarships. Announcement of the winners' names was made Friday morning in ceremonies held at Washington Monument. The winners were: Judith Buonaccorsi, 17, San Leandro, Calif.; Ted Cooper, 16, Portsmouth, Ohio; Mary Ellen Zanton, 17, Avalon, Wis., and Deborah Allen, 17, Williamstown, Mass. Miss Allen attends high school at Troy, N. Y., and was the New York state entry in the national competition.

High government officials and members of Congress attended the awards banquet Friday night. The four winners gave their talks on the benefits of free society under a free democracy. The winners visited the White House Thursday and wound up their three-day visit with a tour of Colonial Williamsburg, Va., where they appeared on the ABC *College News Conference* simulcast.

MISS ZANTON

MISS BUONACCORSI

MR. COOPER

MISS ALLEN

HOME TOWN COVERAGE

WFMY-TV Greensboro, N. C., used the national Voice of Democracy contest to provide a major public service feature for its audience, sending a two-man crew to Washington to cover the proceedings and the role taken by Frances Demetriou, Greensboro immigrant girl who was one of the semi-finalists. Charles Harville, newscaster, and Buddy Moore, photographer, recorded the visits to the White House, Capitol Hill and other Washington spots as 52 VOD winners were entertained as guests of NARTB, Radio-Electronics-Tv Mfrs. Assn. and U. S. Junior Chamber of Commerce. Gaines Kelley, WFMY-TV station manager, was host to two tables of North Carolina Congressmen at the awards dinner.

Knight Sees 'Top Tune' Stations In Danger of Limiting Audience

STATING that less than 15% of the people purchase more than 90% of the records, Vick Knight, owner of Key Records, told the Southern California Broadcasters Assn. Thursday he questions the wisdom of some stations in programming entirely by lists of top tunes and ignoring likes and dislikes of the great majority of the public.

Additionally, he pointed out that albums, rarely played on the air, comprise some 80% of record purchases.

Analyses of whom the broadcasts reach and what these listeners buy might radically change the current broadcast pattern, he said. Mr. Knight quoted a major timebuyer who, when asked why he avoided a disc jockey program with the highest rating in the area, replied that the listeners making that rating were practically all kids and his product was refrigerators, which youngsters do not buy.

Mr. Knight is former radio vice president of Foote, Cone & Belding and producer of the Fred Allen, Kate Smith and Eddie Cantor radio programs of yesteryear.

Gross to TvB Sales Development

MURRAY GROSS, director of promotion and advertising, WCBS New York, for the past three years, will join the Television Bureau of Advertising in New York on March 11 as assistant to George Huntington, the Bureau's director of sales development. Mr. Gross spent two years as a copywriter with CBS Radio Spot Sales before he went to WCBS.

BAR GROUP TO STUDY CANON 35 CHANGES

- ABA ponders revision
- Action set this July

THE House of Delegates of the American Bar Assn. will give "special priority" to revision of controversial Canon 35—involving broadcasters' right to courtroom news coverage—at its meeting this July in New York, ABA President David S. Maxwell declared last week at the annual association conference in Chicago.

Action on Canon 35 and other canons of ethics by the delegates might be forthcoming from recommendations to be formulated this May by the affiliated American Bar Foundation's ethics committee, Mr. Maxwell said. However, final vote on the revision could not be held until the ABA's 1958 meeting next February in Chicago, he noted.

The ABF ethics committee plans this spring to solicit views of bar foundation members and all other "interested" members of the legal profession on possible revision of Canon 35. The group's decision followed an informational report Feb. 17 by its chairman, Judge Philbrick McCoy, Los Angeles.

Judge McCoy's committee said it will canvass ABF members more thoroughly, seeking their views on what limitations should be placed on publicity of court trials.

Judge McCoy noted in his report that there is presently no agreement among ABA and ABF members on what changes should be made in Canon 35.

Of the long controversy on revision of the 20-year-old canon, he said "there is a liberalizing trend in many places, but more restrictive changes are favored in other areas."

Indications are that the ABF committee will urge the ABA House of Delegates to clarify the rule, if not relax it. Language of the canon has been termed "unfortunate in some respects."

Remembrance, Saturation Values Themes of New RAB Brochures

RAB last week distributed to members two brochures on the effectiveness of radio—one devoted to the remembrance value of radio commercials among listeners and the other to local radio saturation campaigns in a strong television market.

To test the audience awareness of radio, RAB hired The Pulse to conduct a study in Omaha centering around 100 commercials advertising New York's Staten Island ferry carried over KFAB, KOIL and WOW. RAB reported that Pulse researchers questioned "a large segment of the public to find that an amazingly large percentage had heard of the Staten Island ferry and that most could recall at least one of the points featured in the singing commercials." The results of the study are incorporated in an RAB brochure titled, "The Staten Island Ferry in Omaha?"

The second RAB mailing piece makes the point that the local advertiser investing in radio spot announcements on a saturation basis in a strong tv market is "delivering his

KRON is TV in SF

San Franciscans are sold on KRON-TV

BUGS BUNNY PRESENTS
Mon.-Fri. 5:45-6:20
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD sales message to 74% of the homes in his area almost 20 times in every four-week period." This conclusion was based on a study of the cumulative audience conducted for RAB by A. C. Nielsen Co. The test consisted of the broadcasting of 200 radio announcements per week, divided between three radio stations on an approximately equal basis in three of the nation's most heavily saturated tv markets. The spots were broadcast between 7:30 a.m. and 10:30 p.m. Sunday through Saturday. The answers resulting from this research, according to RAB, "proves rather conclusively that money invested in radio advertising more than pays its way in an effective and gratifying economical manner in any market despite the competition of all other advertising media."

RETMA Establishes Offices In Four-Story D. C. Building

NEW OFFICES have been established by Radio-Electronics-Tv Mfrs. Assn. in the RETMA Bldg. at 1721 DeSales St., Washington. The manufacturer's association occupies a four-story building in Washington's Radio Row, across from the Mayflower Hotel and a short distance from the Broadcasting•Telecasting Bldg.

The association will hold a housewarming March 13, according to James D. Secrest, executive vice president. It will take place during the first RETMA quarterly conference ever held in Washington. High government officials, trade, press representatives and association friends will be invited to the reception and to the first public display of the building, remodeled to RETMA specifications. RETMA formerly was in the Wyatt Bldg., Washington.

The RETMA quarterly conference headquarters will be Washington's Sheraton Park Hotel.

TV BASICS PLUS SUN

TOO MANY answers from the company president's secretary of, "Sorry sir, but he will be on vacation in Florida that week," gave Television Bureau of Advertising a new slant on winter salesmanship.

Unable to lure the executives to a tv presentation in New York, TvB decided to query them on the idea of leaving the beach or swimming pool for an hour to get an insight into tv basics after having been flown especially from New York for that purpose. TvB received a surprising vote in favor, has scheduled two meetings at the DiLido Hotel at Miami Beach on March 5. The first at 10-11 a.m. for 75 company heads is on the tv "basics," the other at 4-5 p.m. during which 250-350 local advertising and agency people will witness a detailed presentation on tv. TvB executives attending: Norman E. (Pete) Cash, president, and George Huntington, director of sales development.

CBS Policy Impossible, News Analysts Charge

CBS NEWS was charged last week as being "foolish" in pretending to follow "an impossible policy which its news analysts are violating every day." The charge was made by the Assn. of Radio-Tv News Analysts, whose members (including most, if not all CBS commentators) "deplore the action against Eric Sevareid and Edward R. Murrow" [B•T, Feb. 11, *et. seq.*].

In placing its attitude on public record, the association, over the signatures of its president and officers, filed a formal protest with CBS. Quincy Howe, ABC News analyst, is president, and the other officers are H. V. Kaltenborn (NBC), John MacVane (ABC) and Chet Huntley (NBC).

The letter reminded CBS that "some years ago (we) had occasion to point out to CBS that every competent news analyst is bound to express editorial opinion. He does so in selecting topics, in emphasizing their relative importance, and in the tone of voice he uses. Even a straight news broadcast is an expression of editorial judgment of news values."

On the same note, Mr. Kaltenborn, the "dean of news commentators," said Wednesday that there is a vast distinction between news broadcasters and news analysts, but that "analysis and commentary are one and the same. Analysis is in itself editorializing."

The protest was made against two separate actions by CBS News. The first was taken Feb. 6 when the network killed Mr. Sevareid's 9:25 p.m. EST news program criticizing Secretary of State John Foster Dulles' ban on travel in Red China by U. S. newsmen. Mr. Murrow was chastised the following week by top CBS executives for using his nightly newscast to praise Mr. Sevareid's position.

Sales Clubs Will Honor Closed-Circuit Spectaculars

THE 34 nationwide Sales Executives Clubs, in cooperation with the Jam Handy Organization, Detroit, and TelePrompTer, New York, will stage two giant "Tele-Sell Spectaculars" via closed-circuit tv tomorrow night (Tuesday) and March 5.

The 34-city hookups are expected to attract audiences up to 40,000 executives at $10 a person. Programs will consist of dramatized sales success "secrets" by such sales executives as John M. Fox, president, Minute Maid Corp.; Alfred C. Fuller, chairman, Fuller Brush Co.; Joseph Kolodny, managing director, National Assn. of Tobacco Distributors; Wade McCargo, president of McCargo-Baldwin department store; Byron Nichols, group marketing general manager, Chrysler Corp.; Herman C. Nolen, president, McKesson & Robbins; H. Bruce Palmer, president, Mutual Benefit Life Insurance Co.; Judson S. Sayre, president, Norge Div. of Borg-Warner Corp.; Philip M. Talbot, senior vice president, Woodward & Lothrop department store; John M. Wilson, sales vice president, National Cash Register Co.; R. S. Wilson, executive vice president, Goodyear Tire & Rubber Co., and Mrs. Brownie Wise, vice president, Tupperware Home Parties Inc.

Tomorrow's session will be opened by Vice President Richard M. Nixon, and the following Tuesday's program will be introduce by U. S. Secretary of Commerce Sinclair Weeks.

A spokesman for the Sales Executives Clubs told B•T that the idea for the two closed-circuit tv programs was conceived by *Parade* Publisher Arthur H. (Red) Motley, who is chairman of the National Distribution Council, U. S. Dept. of Commerce. The official said that the aggregate salary of the "stars" would come to $2.5 million, and that this, at $1.2 million "talent fee" per program, would "make it the most singularly expensive 'tv program' in history," were these executives to be paid for their advice.

Oklahoma Assn. to Meet Friday

OKLAHOMA Radio Broadcasters Assn. will hold a convention Friday at Youngblood Hotel, Enid. Kevin Sweeney, president of Radio Advertising Bureau, will be the luncheon speaker and Gerald M. Howard will address the banquet.

New officers and directors will be elected. Leo Morris, KASA Elk City, ORBA president, will preside. Co-chairmen of the convention committee are Pat Murphy, KCRC, and Allan Page, KGWA, both Enid.

Religious Commission to Meet

ANNUAL meeting of the Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A. will be held March 4-6 at the Belmont Plaza Hotel in New York. The commission's activities last year will be reviewed and various discussions will be held as to future of radio and tv in religious programming. Ralph Steetle, Joint Council of Educational Television, will be the featured dinner speaker on March 5.

Taylor Takes So. Calif. Post

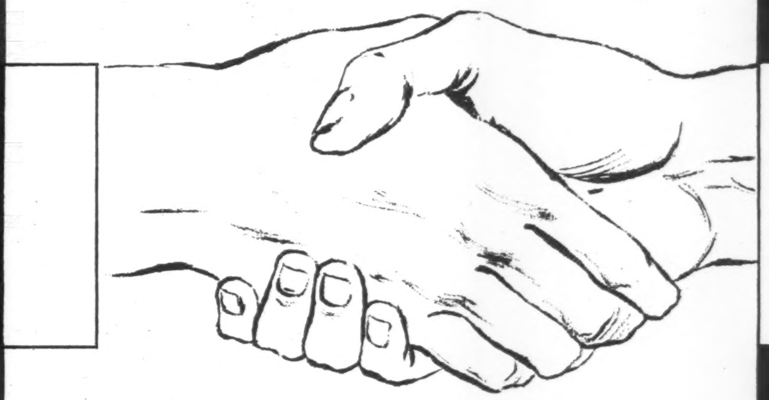
WILLIAM J. TAYLOR, general manager of KSLR Oceanside, Calif., has been appointed general manager of the Southern California Broadcasters Assn., regional radio station organization, succeeding Frank Crane, who has joined KPOP Los Angeles as director of national sales and merchandising. Title of the position has been changed to general manager from president.

TRADE ASSOCIATION PEOPLE

Ferdinand C. Teubner, vice president of Patterson Productions Inc., Philadelphia, to American Assn. of Advertising Agencies, N. Y., executive staff, to assist **August A. Nelson** in association's work on membership, region and council activities and ethics.

Rowland J. Varley, national sales staff, *New York Daily News,* to Radio Adv. Bureau, same city, as account executive, succeeding **John T. Curry,** promoted to manager of station services.

30 *wonderful years with NBC*



On February 25, 1927, WFAA and NBC joined forces to provide listeners throughout North Texas and neighboring states with the finest entertainment the industry had to offer.

WFAA, Dallas, was one of the very first stations in the Southwest to recognize the value of such an association, and is justly proud to be a pioneer affiliate.

Through the years . . . WFAA has maintained a dominant hold on this tremendous market, and acknowledges the pleasant and profitable association with the National Broadcasting Company over these past three decades.

WFAA
820 · 570
50,000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

A clear channel service of
the Dallas Morning News.
Edward Petry & Co.
National Representatives

PASTORE ADVOCATES 5-YEAR LICENSES

And might favor permanent ones, senator says in exclusive interview

BROADCAST licenses should be extended to at least five years, according to Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce subcommittee on communications.

"In fact, there may be good reasons to make them permanent since the FCC has power to remove licenses for cause," he said last week in an exclusive interview with B•T.

Right now legislation to extend the length of the broadcast license term is being talked about on Capitol Hill and may come up at this session of Congress, he said.

As second ranking Democratic member of the Senate Commerce Committee, Sen. Pastore will take an active role March 5 when the full committee will hear a report from the FCC on the progress of its tv allocations work. The committee, which held extended allocations hearings, wants to know what long-range and short-range steps the Commission has taken in its backlog of vhf-uhf controversies the last Congress adjourned.

Sen. Pastore has definite views on key broadcast regulatory problems and is keeping in close touch with Commission handling of such matters as uhf, deintermixture, network regulation and subscription tv. He keeps "an open mind" on many aspects of these problems. In summary form, he believes at this time that:

- Unless something is done quickly, uhf may dry up with the U. S. losing a chance to enjoy a truly nationwide television service.
- Economics, not artificial restraints, should determine if a station will be able to survive in a market.
- If fee tv opponents are correct in stating subscriber service would impair the quality of present programming, there is danger of losing free entertainment in the long run through subscription service. He has an open mind on the subject, however.
- There is no need to regulate networks. This gets into real censorship, but Sen. Pastore could change his mind
- Longer affiliation contracts between stations and networks may be reasonable. After all, FCC can suspend station licenses for cause.
- Network contracts might well be the same length as the station license term.

Going into the problems created by three-year broadcast licenses, Sen. Pastore said, "Once an operator has made an investment, has proved his qualifications and has received a broadcast license, he may be reluctant to make improvements in equipment or service if he fears there will be a problem at license renewal time.

"When a license is granted, it should only be removed for cause. Then the station can give the public the right kind of service. This idea is being discussed now and may be included in legislation that may be introduced at this session of Congress.

"Once a license has been granted by an administrative body—and remember, this is a government of laws, not men—the burden is on the administrative body to prove that the operator is disqualified to operate the station.

"Under present procedure, stations must prepare a case every three years as though they were original applicants. This is burdensome and not conducive to serving the public interest to an optimum degree. It's unfair to make a licensee prepare for renewal proceedings every few years. The FCC has power to act if it feels stations are not serving the public interest."

There's a side to the license problem that reflects Sen. Pastore's judicial approach and his deep-rooted consideration for the rights of people. As the son of Italian immigrants, he has worked for a living since the age of 8 and knows the problems facing an individual who must prove his claims to a privilege.

"If a broadcast license is indefinite in length," he said, "then the responsibility is on the administrative board to prove the license should be removed. With a term license, you as a broadcaster must come to the Commission under a burden of proof to justify your application.

"But, remember, the FCC must discharge its full responsibility to see that stations operate in the public interest."

On the subject of term regulation, Sen. Pastore suggested that longer affiliation contracts "might be reasonable" instead of the present two-year pacts.

"I see no need of network regulation at this time," he said. "That gets into real censorship. But I could change my mind in the future.

"Right now, let the networks alone. They are doing a magnificent job. Their complications are due to the uhf-vhf controversy. Networks are out to sell programs to those with the widest distribution. They are profit ventures, like all American industry. If the length of network affiliation contracts were extended, the Commission could still suspend station licenses for cause.

"There might be sense to having network affiliation contracts the same length as the station license term."

These penetrating observations come from a legislator who has come up through state government the hard way. He got his law degree at a YMCA night school in Providence while operating a stamping machine in a jewelry factory. Because he likes people—all people—he wanted to get into politics and started out with a precinct door-knocking assignment. From ward assignments to legislature to state's attorney to the governor's mansion, all as a young man, this small-sized pepper box from New England has become a congressional authority on communications and atomic energy.

Sen. Pastore has two "open" policies—an open mind, and an open door to his office, the latter tracing back to his gubernatorial days when anyone in Rhode Island could see the governor.

His views on broadcast regulation come from his close study of the issues, careful attention to witnesses at hearings and an ingrained habit of pitting opposing viewpoints against each other in search of an answer. Many a Commerce Committee hearing has been spiced by a favorite trait. An industry witness opposing an FCC argument, for example, will be interrupted while the senator turns to the Commission spokesman and asks what he has to say on the point.

Incidentally, Sen. Pastore takes a sympathetic view of the problems confronting a witness in committee or in court. As a state prosecuting attorney in Rhode Island, he developed the habit of treating witnesses and defendants as human beings. His questions may be rough, but they are asked in a fair and considerate way.

The open-mind policy marks Sen. Pastore's thinking about subscription tv, a subject that may be decided Feb. 27 by the

FCC CHIEF URGES LONGER LICENSE TERMS

FIVE-YEAR periods for broadcast licenses were advocated by FCC Chairman George C. McConnaughey last Thursday at the NARTB state association conference in Washington (see story, page 38. Anticipating advances in programming, the chairman said, "When broadcasters begin to effectuate these ideas I would like to have the feeling they deserve programming awards . . . . and I feel they merit a five-year renewal of license instead of a three-year renewal based upon meeting the minimum requirements." He has taken this position before, as have some other commissioners in public remarks. Comr. John C. Doerfer once publicly suggested that licenses be awarded "in perpetuity."

SO NOW EVERYBODY'S FIRST

but only
WSAZ-TV
is
firstest

in the Huntington-Charleston TV market

which survey book do you read?

ARB: 8 out of top 12*

program	rank	station
1. Perry Como	51.4	WSAZ-TV
2. Bob Hope	47.8	WSAZ-TV
3. Ed Sullivan	47.2	B
4. I Love Lucy	41.3	B
5. People Are Funny	39.6	WSAZ-TV
6. Lassie	39.1	B
7. Ernie Ford	38.2	WSAZ-TV
8. Hit Parade	36.3	WSAZ-TV
9. Groucho Marx	34.2	WSAZ-TV
10. I've Got A Secret	32.7	B
11. Dragnet	32.6	WSAZ-TV
12. Loretta Young	32.1	WSAZ-TV

*Nov. 1956

NIELSEN: NCS #2 1956**

% penetration of counties in coverage

	WSAZ-TV	Sta. B	Sta. C
100% coverage counties	21	1	1
More than 75% coverage counties	45	21	5
More than 50% coverage counties	56	30	15
TOTAL counties coverage	69	50	22

***Spring 1956*

PULSE: 9 out of top 12***

program	rank	station
1. Hit Parade	34.8	WSAZ-TV
2. George Gobel	34.0	WSAZ-TV
3. This Is Your Life	33.8	WSAZ-TV
4. Perry Como	33.1	WSAZ-TV
5. Ed Sullivan	32.6	B
6. Kraft Theater	32.6	WSAZ-TV
7. Jane Wyman	32.0	WSAZ-TV
8. $64,000 Question	32.0	B
9. Robert Montgomery	29.4	WSAZ-TV
10. Lux Theater	29.3	WSAZ-TV
11. Project 20	29.3	WSAZ-TV
12. What's My Line	29.0	B

***Oct. 1956

WSAZ-TV
CHANNEL 3

WSAZ-TV

CHANNEL 3

HUNTINGTON–CHARLESTON, W. VA. • N.B.C. NETWORK
Affiliated with Radio Stations WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT.— Represented by The Katz Agency

We CLOBBERED* 'em in Cleveland...

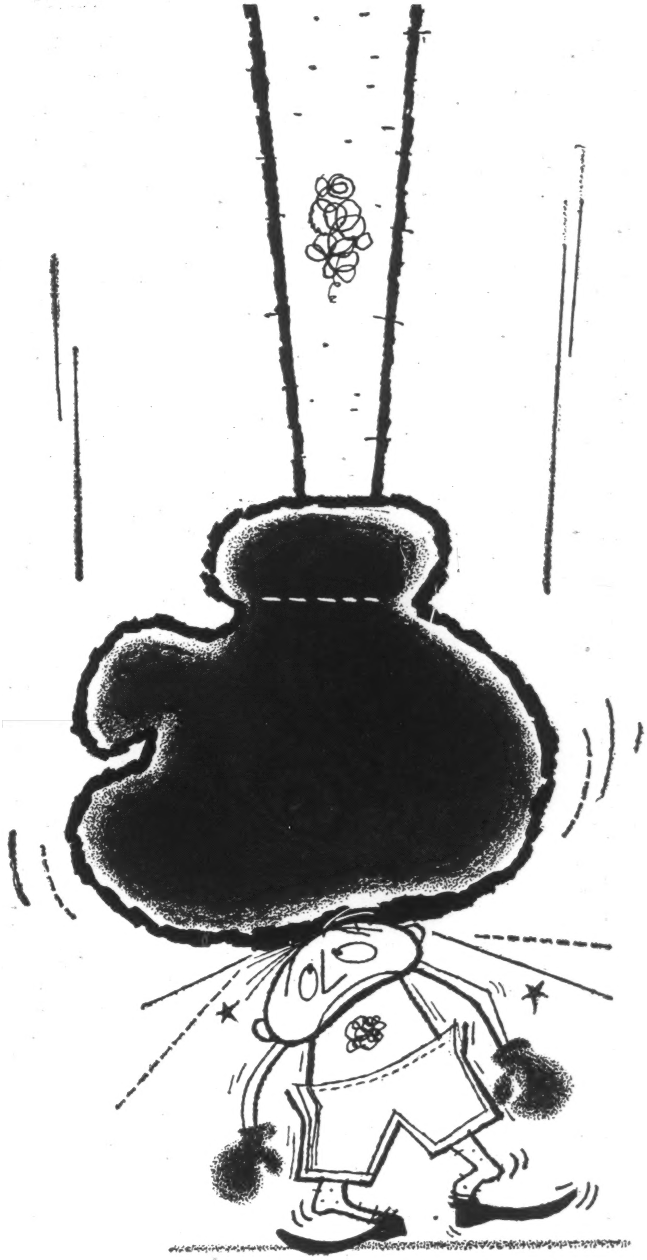
Nobody but nobody can deny the fact that KYW beats every other Cleveland radio station from 6 AM to Midnight, seven days a week, in both NSI and Total Station audience, according to the latest Nielsen figures.

KYW's popularity goes around the clock. 89% of the time (64 out of 72 quarter-hours, Total Station Audience) more people are tuned to KYW than any other Cleveland Station. And KYW is the station NSI area listeners tune to 58.3% of the day. *When you buy a spot campaign on KYW you are assured peak listenership throughout the day and evening.*

In Total Station Audience, KYW leads the second place station by 92.9% and the third place station by 166.7%. In the NSI area, KYW has 28.2% more listeners than the second place station and 30.8% more listeners than the station in third place. *When you buy a spot campaign on KYW you are assured of reaching the largest number of radio listeners.*

YOUR MONEY AND YOUR CONFIDENCE ARE WELL PLACED IN KYW.

* *Clobber:* Modification of Scot. dial., clabber. **SLANG — to defeat overwhelmingly**



KYW RADIO – CLEVELAND, OHIO

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO: **BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW;
FORT WAYNE, WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX;
TELEVISION; **BOSTON,** WBZ-TV- **PITTSBURGH,** KDKA-TV;
CLEVELAND, KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

JOHN ORLANDO PASTORE, native of Providence, R. I., was born March 17, 1907. Next March 17, which he usually reserves for St. Patrick's Day ceremonies, he will go to Providence to be with his family on his 50th birthday. Educated in Providence public schools, he worked after school for a druggist following his father's death in 1915. He graduated from Northeastern U. with bachelor of laws degree, putting himself through school by working at a jewelry factory.

After entering ward politics, he was elected to the Rhode Island House of Representatives in 1934 and re-elected in 1936. He became assistant attorney general of the state in 1937, building up a record in the legal profession for his fair and skilled handling of criminal cases. He was elected lieutenant governor Nov. 7, 1944, becoming governor a year later when Gov. J. Howard McGrath joined President Truman's Cabinet as attorney general. He was elected governor Nov. 5, 1946; re-elected Nov. 2, 1948. In every campaign he attained the highest pluralities in state history.

Sen. Pastore was elected to the U. S. Senate Nov. 7, 1950 for a term ending Jan. 3, 1953; re-elected Nov. 4, 1952 for six-year term. He married Elena Caito in 1941. They have three children. He is second ranking Democrat on Senate Commerce Committee; one of most active members of Joint Atomic Energy Committee and now is a member of the Appropriations Committee (which of course handles FCC appropriations). He served as member of the U. S. Delegation to Tenth General Assembly of the United Nations. He holds the highest (fourth) degree in Knights of Columbus. Member of Elks and Kiwanis. Active at St. Pius Roman Catholic Church, Providence. He holds a number of honorary degrees.

Commerce Committee [B•T, Feb. 18].

"We are dealing with an overall calculated risk of losing free entertainment in the long run through subscriber television, if the opponents are correct in saying it will degrade programs. The free tv people must show good arguments to justify their service. We're dealing with imponderables here. Some want to try fee tv on a selective basis, giving it a trial.

"We still need to know more about this subject. There are good arguments for and against. The opposition claims there will be a serious impact on the public, cutting the quality of free entertainment. Is this fear real or imaginary? It remains to be proved.

"As a legislator, I am concerned with the public interest. It's a serious problem, whether the public will or should be made to pay anything for programs it can get free today.

"The quality of broadcast entertainment in general is very good. Excellent progress has been made. The opponents say we might lose a lot of these programs if fee tv comes. Maybe the best programs would gravitate toward fee tv. If the opponents are right that fee tv will disturb the high quality of free television, then I see great reluctance on the part of Congress to permit this proposed service. If it is not likely to hurt free tv, then the burden of proof is on the fee opponents."

He then posed this question, "Will fee tv give us anything we don't have now?" He voiced an interest, however, in the possibility it might mean more money for stations now losing money, or even help bring more stations on the air.

If there's one broadcasting topic that interests Sen. Pastore, it's uhf vs. vhf, since he presided at the 1954 allocation hearings and has watched the allocation intricacies in New England where cities are crowded together and uhf had its first practical field-testing.

"This deintermixture problem gets down to basic questions," he said. "All uhf operators want a vhf facility if they can get it. Right now there's serious danger that uhf will be shut down completely. There are only 90 uhf stations still on the air.

"The FCC made a mistake in the first place by concentrating vhf channels in the big cities, New England, for example. New York has seven vhf stations, Rhode Island two. If a third vhf channel is dropped in Hartford, then Providence can't get a third vhf facility and Hartford will have intermixture, and what will that mean to the area?

"If we once intermix, it's almost impossible to deintermix. When vhf comes into a uhf market, uhf lives only if it has top network programming. And you can't expect the public to make the sacrifice of paying more for uhf tuners if they can already get the programs on vhf stations.

"If there is uhf service and the situation is disturbed by putting in vhf, most of the business may gravitate to the vhf station. Vhf, of course, has the longer range and is less troubled by hills. The FCC was not quick to grasp the opportunity offered by deintermixture though I am well aware of the technical problems.

"If something isn't done quickly, we may lose a part of the spectrum that should be a promising asset."

Sen. Pastore is interested in radio broadcasting, too. "Radio must not be undersold," he said. "Autos alone are adding new listeners every day." He observed that portable tv sets are changing viewing habits in the home.

Sen. Pastore likes the direct approach. Back in 1947-48 when the telephone company announced an increase in rates, effectively shortly, he decided the utility should prove its case before charging more money. In his role as governor, he called a special session of the legislature putting through a law that recognized the utility's right to a fair return and the public's right to be protected against unjustified rate boosts.

Around Washington it's certain Sen. Pastore will be remembered for decades as a legislator who respects the ordeal facing a witness and as a man who tries to live without prejudices.

Only Congress Can Raise License Limits Over 3 Years

TO EXTEND broadcast station license periods beyond three years will take an act of Congress. The Communications Act in Sec. 307(d) says: "No license granted for the operation of a broadcasting station shall be for a longer term than three years . . ." That same section adds that no license granted for any other class of station shall be for longer than five years.

The general approach of advocates of a five-year term is to do away with the statutory difference between broadcast stations and other types of stations. FCC Chairman George C. McConnaughey has on several occasions called for an equalization of license terms between the two classes of stations, recommending that all stations be licensed for five years.

In the present Congress, Rep. Gardner R. Withrow (R-Wis.) last month introduced HR 3514 which would revise Sec. 307(d) to fix the maximum of five years for all types of radio stations [B•T, Jan. 28]. Rep. Withrow said he introduced the bill at the behest of a constituent, Herbert H. Lee, WKTY La Crosse, Wis.

FCC's Broadcast Bureau Names Levy, Brown as Branch Chiefs

FCC last week announced the promotion of Martin Levy and Edward J. Brown to branch chiefs in the Broadcast Bureau. Mr. Levy replaces Sol Schildhause, who resigned to become general manager of KOMA Oklahoma City [B•T, Dec. 31, 1956], as chief of the tv applications branch of the broadcast facilities division. Mr. Levy, who had been Mr. Schildhause's assistant, joined the FCC in November 1948 and was in the common carrier bureau before moving to tv applications.

Mr. Brown was named chief of the renewal branch of the renewal and transfer division, succeeding Millard F. French. He joined the FCC in December 1953 and has been a trial attorney in the hearing branch. He also formerly was associated with an Eau Claire, Wis., law firm. Mr. French, an FCC hearing examiner from August 1953 to April 1955, was renamed to that position, effective Jan. 27. He had left the FCC in 1955 for work with the Senate and returned to the Commission a year ago.

ACHIEVEMENT...through color news pioneering and creative effort at **KOMO-TV,** Seattle

Recently KOMO-TV's half-hour daily news show, "DEADLINE", was granted the coveted Sylvania Award as the nation's outstanding local news and special events program.

"...for outstanding contribution to creative television technique."

KOMO-TV feels particularly pleased at this honor bestowed upon "DEADLINE." For "DEADLINE" represents a continuous effort to give both viewer and advertiser the dramatic, immediate news coverage *only* the medium of television *can* give.

The real honor belongs, however, to the entire "DEADLINE" news staff for inspired creative effort and technical inventiveness; for presenting—*daily*—a news show based upon swift, accurate, and complete coverage. It was on KOMO-TV's "DEADLINE" that viewers, for the first time *anywhere*, saw *in full color* local news events filmed the same day.

KOMO-TV warmly thanks Sylvania's distinguished judges and our "DEADLINE" news staff. We are grateful, too, to all who have shared in this achievement—advertisers, viewers and suppliers—whose response and enthusiasm make our effort all the more worthwhile.

for greater influence **KOMO TV** in Seattle & Western Washington

CHANNEL 4 **NBC** *the COLOR station*

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

The next-to-the-last word on Hungary

Someday, the Hungarian people will have the last word. Meantime, to record in sharp focus all the heartbreaking events to date, NEWSFILM sifted through its thousands of feet of exclusive film from inside Hungary and produced a stark history of the revolt.

NEWSFILM subscribers in the United States, Cuba, Mexico, Argentina, Australia, Alaska, Japan and throughout Europe got it free . . . a bonus surprise package. And the response was tremendous.

Typical is this message from KTVA-KTVF, Alaskan stations: "Excellent coverage . . . tremendous contribution to your subscribing stations. We used it on both Anchorage and Fairbanks stations then turned it over to the high school systems of both cities." From WTVH, Peoria: "You are to be highly complimented . . . it was stark drama, yet presented in good taste. We used it very effectively as part of a show covering the arrival of a plane load of Hungarian refugees in Peoria." Stockholm newspapers commented: "Terrifying . . . one of the best documentary films."

"Hungary in Revolt" is simply another excellent example of NEWSFILM's vastly-superior coverage of the news — fast, professional, complete. A product of CBS News, NEWSFILM is available to *all stations.* For the last word in television station news, get in touch today with the nearest office of . . .

CBS TELEVISION FILM SALES, INC.

". . . the best films for all stations"

FCC DECISIONS DUE TOMORROW IN DEINTERMIXTURE PROCEEDINGS

TOMORROW, Feb. 26, is D-Day—"D" for deintermixture.

The FCC is scheduled to take final steps then on about half of the 14 proposals to unscramble mixed uhf-vhf areas. And, according to reports, the Commission has made up its mind on the following:

- New Orleans, La.—Add ch. 12 to New Orleans and to Beaumont-Port Arthur, Tex. Add ch. 3 to Lake Charles or Lafayette, La. Add ch. 11 to Houma, La. Unfreeze the no-construction ban on ch. 4 WWL-TV New Orleans.
- Springfield, Ill.—Move ch. 2 from Springfield, Ill., to St. Louis, Mo., and award it to KTVI (TV) St. Louis, now on ch. 36. Move ch. 36 to Springfield, Ill., and award it to WMAY-TV there, now assigned ch. 2.
- Peoria, Ill.—Move ch. 8 from Peoria to Rock Island, Ill. WIRL-TV is assigned ch. 8 in Peoria, but is prohibited from building pending a decision on the unmixing proposal.
- Hartford, Conn.—Retain ch. 3 in Hartford, Conn. WTIC holds a grant for that assignment in Hartford, but is prohibited from building pending a decision in the deintermixture proposal.
- Madison, Wis.—Retain ch. 3 in Madison, Wis. (WISC-TV).
- Evansville, Ind—Move ch. 7 from Evansville to Louisville, Ky.; also specify ch. 9 in Hatfield, Ind., as an educational, non-commercial channel. WTVW (TV) operates on ch. 7 in Evansville.
- Fresno, Calif.—Move ch. 12 from Fresno to Santa Barbara, Calif. KFRE-TV operates on ch. 12 in Fresno.

Also pending before the FCC are the following proposals on which it is understood, no decision has yet been reached. (1) Elmira, N. Y., delete ch. 9.; (2) Vail Mills, N. Y. (Albany), delete ch. 10; (3) Norfolk, Va., add ch. 13 from New Bern, N. C.; (4) Charleston, S. C., add ch. 4; (5) Columbia, S. C., add ch. 5 from Charleston, S. C.; (6) Duluth, Minn.-Superior, Wis., change educational reservation from ch. 32 to ch. 8; (7) Miami, Fla., add ch. 6.

There is a belief also that the FCC, when it completes its deintermixture plan, will take up in earnest the so-called Craven Plan, which proposes to delete the fixed table of assignments. This would permit, it is believed, the addition of some 25 new vhf assignments in major markets.

Filed with the FCC last week by ch. 26 WTVK (TV) Knoxville, Tenn., was a petition asking that ch. 7 be moved to Knoxville from Spartanburg, S. C.; or that chs. 2 and 8 be added to Knoxville (as suggested by ABC and incorporating the use of precision offset), or adding chs. 2, 7 or 8 to Knoxville waiving the mileage separation rules and permitting the use of low power and/or directional antennas. WTVK noted it still has pending a proposal to move ch. 7 from Spartanburg to Knoxville. It said it has been operating at a loss since it lost its CBS affiliation (now carried by ch. 10 WBIR-TV Knoxville; NBC is affiliated with ch. 6 WATE-TV there) and that it has an investment of more than $500,000 in its uhf outlet.

Uhf Operators Endorse Proposal for Preserve

A DECISION to request the FCC to set aside a uhf preserve—encompassing 6.5 million people and about 55,000 square miles of central Pennsylvania and southern New York states [B•T, Feb. 11]—was made by a group of uhf operators meeting in Wilkes-Barre, Pa., last Thursday.

The group approved a statement to be filed with the FCC this week which called the region "the most logical and feasible area for the maintenance and promotion of a uhf preserve or sanctuary.

"The area is substantially the largest and most populous section of the country predominantly relying upon uhf assignments and authorizations. It therefore offers the greatest potential for the growth and development of uhf television, providing a substantial demand for the development of improved transmitting and receiving equipment and providing an opportunity for the long-range demonstration to the networks, agencies, and national advertisers of the adequacy of uhf and the retention of uhf television as an essential to a nationwide television service."

The area includes 13 or 14 operating uhf stations, the statement declared, and about the same number of authorized uhf outlets. There are in addition, it said, 21 more uhf assignments. There is only one vhf operation in the area (ch. 12 WNBF-TV Binghamton, N. Y.), it pointed out.

The uhf "stronghold" includes such areas as Binghamton, Elmira, Ithaca, Kingston and Poughkeepsie, N. Y., and Scranton, Wilkes-Barre, Williamsport, Hazelton, Allentown, Reading, Lebanon, Harrisburg, York, Sunbury, Loch Haven and Lewistown, Pa.

The group asked the FCC to protect the area from any additional vhf assignments or new vhf operations. This would require the removal of the ch. 9 "drop-in" at Elmira, N. Y., it pointed out. There has also been talk of assigning ch. 2 to Fairfield, N. Y.

The meeting was co-chaired by David M. Baltimore, WBRE-TV, and Thomas P. Shelburne, WILK-TV, both Wilkes-Barre, Pa. Other stations represented at the meeting were WSYE-TV Elmira, N. Y.; WKOK-TV Sunbury, Pa.; WSEE (TV) Erie, Pa.; WNOW-TV York, Pa.; WTPA (TV) Harrisburg, Pa.; WGBI-TV Scranton, Pa.; WHP-TV Harrisburg, Pa.; WBPZ (AM) Loch Haven, Pa., and WINR-TV Binghamton, N. Y.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56).

AWAITING ORAL ARGUMENT: 4

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57).

AWAITING INITIAL DECISION: 4

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56); McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57).

IN HEARING 6

Sheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Beaumont, Tex., ch. 6; Ponce, P. R., ch. 7; Lubbock, Tex., ch. 5.

IN COURT 7

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Knoxville, Tenn., ch. 10. Supreme Court: Shreveport, La., ch. 12; Sacramento, Calif., ch. 10 (petitions for writs of certiorari submitted).

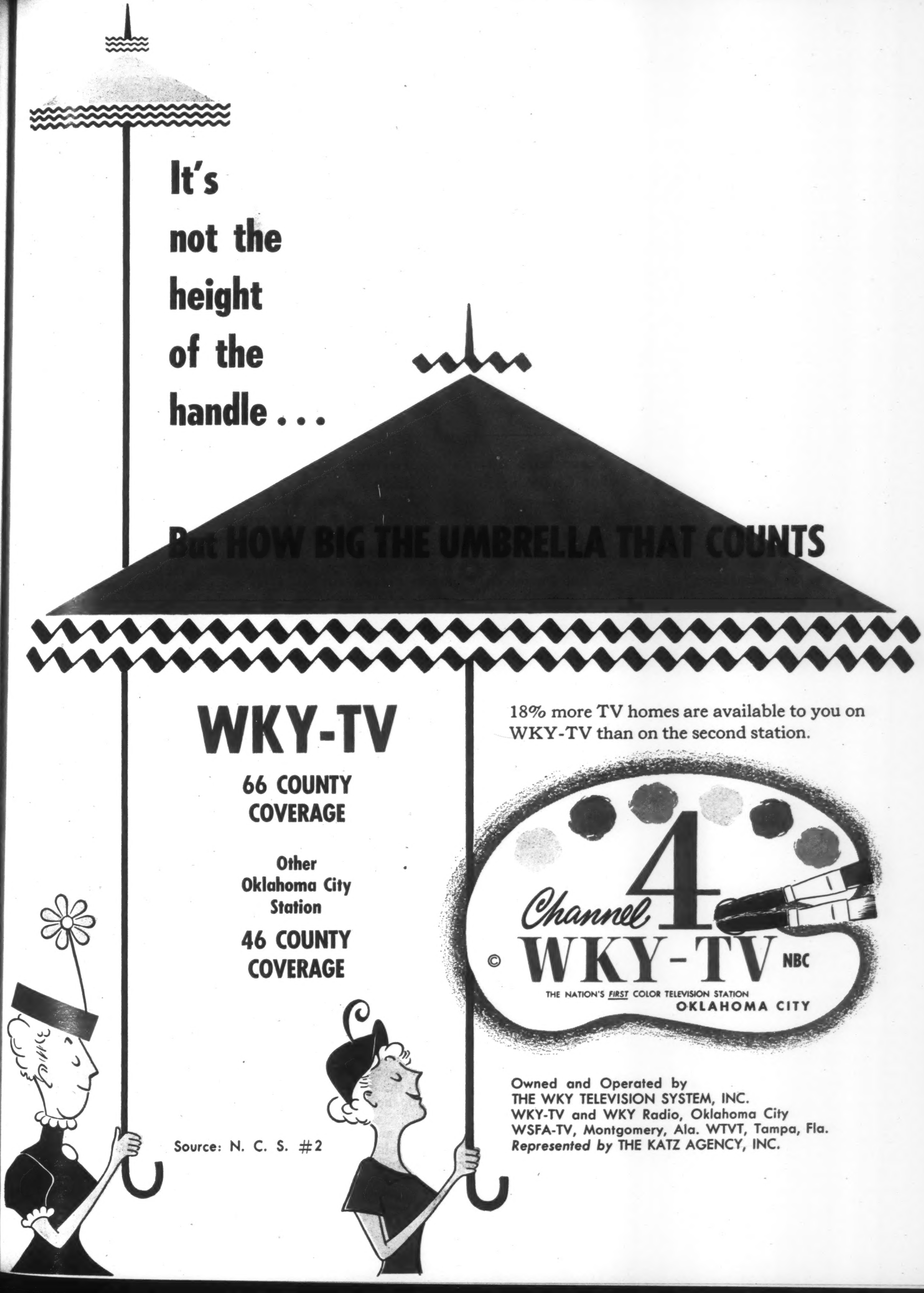
WKST-TV Move to Youngstown, WLAC-TV to Nashville Okayed

TWO TV stations, one v and one u, licensed to small cities, were granted shifts to nearby larger cities by the FCC last week. They are now dark WKST-TV (ch. 45) New Castle, Pa., to Youngstown, Ohio, and ch. 5 WLAC-TV Old Hickory, Tenn., to Nashville.

WKST-TV was granted a move of its transmitter from New Castle to Youngstown, increase in power from 17.8 kw to 200 kw, authority to change type of transmitter and make other equipment changes. The moves were conditioned on WKST-TV's furnishing New Castle (17 miles from Youngstown) with a Grade A signal. By separate letters, the Commission (1) denied the application of ch. 73 WXTV (TV) Youngstown to shift to ch. 45 and notified the station that acceptance of its application was in error in the first place and (2) returned as unacceptable an application by the Jet Broadcasting Co. for a new tv station on ch. 45 in Youngstown.

Comr. Robert T. Bartley dissented and Comr. T. A. M. Craven abstained from voting. The move was made possible by the Commission last fall when it amended the tv table of assignments by assigning ch. 45 to the hyphenated communities of Youngstown-New Castle in lieu of New Castle alone.

WLAC-TV's move was made possible by an FCC action of Dec. 5, 1956, reassigning ch. 5 from Old Hickory to Nashville. No change in facilities or operation of WLAC-TV is contemplated.



It's not the height of the handle . . .

But HOW BIG THE UMBRELLA THAT COUNTS

WKY-TV

66 COUNTY COVERAGE

Other Oklahoma City Station

46 COUNTY COVERAGE

18% more TV homes are available to you on WKY-TV than on the second station.

Channel 4
© WKY-TV NBC
THE NATION'S *FIRST* COLOR TELEVISION STATION
OKLAHOMA CITY

Source: N. C. S. #2

Owned and Operated by
THE WKY TELEVISION SYSTEM, INC.
WKY-TV and WKY Radio, Oklahoma City
WSFA-TV, Montgomery, Ala. WTVT, Tampa, Fla.
Represented by THE KATZ AGENCY, INC.

Sen. Neuberger Raps Comr. Craven's Plan

- **Educational vhf proposal hit**
- **Craven disagrees in letter**

FCC Comr. T. A. M. Craven last week said that Congressional critics of his plan to scrap the present television allocations had been misinformed.

Sen Richard L. Neuberger (D-Ore.) had commented, in the *Congressional Record*, that he "protests most vigorously any attempt which would deny to the people of the United States the limited number of television channels set aside for educational use."

Disagreeing with Sen. Neuberger, Comr. T. A. M. Craven wrote: "I regret to state that you have been misinformed. The facts are exactly the opposite. In my recommendation to the FCC to delete the table of assignments [B•T, Dec. 24, 1956] I also included the following:

"'Announce that in the distribution of television channel facilities to states and communities, the Commission will take into special consideration the needs of educational institutions in each state which plan to utilize television channel for educational as contrasted to commercial purposes. In this connection the educational institutions will be requested to make their needs and plans known to the Commission.'"

Comr. Craven recalled he had been a consulting engineer to the Board of Education of Connecticut and that in that state the educational channels had been allocated in an "inefficient" manner.

"My proposal will eliminate such inefficiency," he said.

The commissioner told Sen. Neuberger: "It is true that my plan would provide for other uses of such channels. However, if there is any indication of a desire to utilize television in a state's educational system, my plan offers most extensive cooperation and encouragement."

Ralph Steetle, executive director of the Joint Council on Educational Television, pointed out to the Oregon Senator that the council had submitted a progress report which indicated that 24 educational tv stations were in operation and 10 others under construction. Twenty additional communities have plans to build such stations, he told the senator.

Reps. James C. Wright Jr. (D-Tex.) and Walter Rogers (D-Tex.) also expressed opposition to the Craven plan. Rep. Wright particularly has a problem because in his own district an educational channel in Denton has been proposed for commercial use. In a weekly letter to his constituents he suggested that the know-how for proper use of educational tv was lacking in the educational system. He advanced the idea that the Commerce Dept. or Health, Education, and Welfare could bring the technical knowledge to the educators and offered the name of the man to fill the post—Charles Van Doren, who has won $143,000 to date on NBC-TV's quiz show, *Twenty-One*.

WNAC-TV Boston last week turned over to the State Department prints of its documentary on the Hungarian uprising, entitled "Weltschmerz" ("World Sorrow"). At the presentation in Washington are (l to r) Frank Luther, the station's public affairs director; Deputy Secretary of State Robert Murphy, and Norman Knight, WNAC-TV executive vice president-general manager. The documentary, shown on the station last Monday, is the second of two programs produced on the scene in Hungary by a WNAC-TV team consisting of producer-director H. Jeff Forbes; cinematographer Ed Gilman, and Mr. Luther.

Owensboro on the Air Favored For Ch. 9 in Initial Decision

FCC Hearing Examiner Thomas H. Donahue last week issued an initial decision favoring Owensboro on the Air Inc. for a new tv station on ch. 9 in Hatfield-Owensboro, Ind. On the Air won over competing applicant Owensboro Publishing Co. on the Commission's diversification of control policy.

Owensboro Publishing principals Lawrence W. Hager and W. Bruce Hager (and other members of the Hager family) and George M. Fuqua control WOMI-AM-FM Owensboro and the *Owensboro Messenger* and *Inquirer*. On the Air (V. J. Steele, 69.4%; M. A. Rhodes, 19%, and Malcolm Greep, 11%) owns WVJS-AM-FM Owensboro.

Examiner Donahue found the two applicants substantally equal on all points except the question of diversification of ownership. He ruled that a grant to Owensboro Publishing not only would put it "in a commanding competitive position for the advertisers' dollar but it would be in a position where local persons would be almost solely dependent upon it as a source for their day-to-day information." Therefore, he said, the Commission's policy can only be effectuated by a grant to On the Air.

Applicant Wants Aberdeen Ch. 58

APPLICATION for ch. 58 in Aberdeen, Wash., was filed with the FCC last Wednesday by Gray Harbor Tv Inc., seeking a power of 9.4 kw and antenna 41 ft. above average terrain. Gray Harbor proposes to spend $77,350 for construction and $40,000 for first year operation with the tv station's antenna to be mounted atop the KXRO Aberdeen tower.

Equal owners of the applicant are Harry Spence, 85% owner of KXRO; John Walker; W. Donald McCaw, 50% owner of applicant for a new tv station in LaGrande, Ore., and Fred G. Goddard, manager and owner of one share of KXRO.

FCC to Stop Issuing STA's After April 1

A POSTWAR practice, designed to rush tv service to viewless cities whose populace was hungry for television, will be discontinued beginning April 1, the FCC announced last week. At that time, the Commission stated, no more special temporary authority grants will be made. These permitted tv stations to begin commercial operation without completing construction according to the specifications of the construction permit.

FCC regulations require that stations be built according to the terms of the construction permit, with the start not later than 60 days after issuance of the grant, and completion not later than six months from grant. During the course of construction, the station may engage in equipment tests upon notification. After completion, and after an application for license is filed, the station may request program test authority prior to the issuance of the license.

Most tv stations, both postwar and post-freeze (the freeze on tv was lifted in July 1952), began operating under STA permits. Equipment shortages, application processing delays, and other obstacles prompted the FCC to use the STA route to bring service to the public. These will be retired as they expire, the Commission said, beginning after the April 1 deadline.

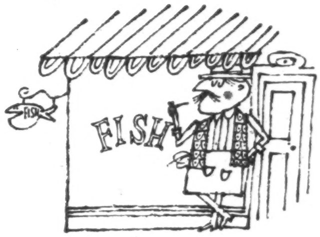
Snyder Gets Defense Nomination

MURRAY SNYDER, assistant news secretary to President Eisenhower and next-ranking to James C. Hagerty, news secretary was nominated Wednesday to be Assistant Secretary of Defense for public affairs. The nomination requires Senate confirmation. Mr. Snyder replaces Robert Tripp Ross, who resigned after a Senate inquiry about military contract awards to firms in which members of his family reportedly have an interest.

A is for

AUTOMOBILE

APPLIANCE



AWNING

Also for agricultural tool, airline, air refresher, ale, aluminum cleanser, amusement, animal food, antenna, anthracite, apparel, army surplus, athletic equipment, auction, auto insurance, paint and body work, parts, rental, supply

. . . some of the more than 200 kinds of business which make United Press news programs the most widely sponsored.

United Press
1
U.P. NEWS PRODUCES

PACKAGER LAWYERS HIT TAX PROPOSAL

- **Memo defends holding firms**
- **Claims IRS idea is in error**

A PROPOSAL by the U. S. Treasury Dept. Internal Revenue Service that would affect the tax structure of tv packaging firms came under fire in New York last week as the law firm of Lewis & Mound made public a memorandum charging the IRS with intention of usurping legislative functions of Congress.

The law firm said it represents "several large advertising agencies and tv packaging firms" but refused to identify them on the basis of attorney-client confidence.

The tax proposal, which pertains to Section 543 (A) (5) of the Internal Revenue Code [B•T, Jan. 28, 1956; Dec. 10, 1955] was first published in the Federal Register last November 16. It would broaden the definition of personal holding company income to include cash earned by a principal owning more than 25% of tv program packaging firms, advertising agencies and building construction companies. The original definition of personal holding company income set forth in the Revenue Act of 1937 (and later in the 1954 code) included "amounts received under a contract under which the corporation is to furnish personal services, *i.e.* services performed by an individual. The present proposed amendment would nullify the definition of "individual services," substituting instead "performance of important and essential services by other persons."

This, notes Lewis & Mound, not only hits service corporations with fewer than 10 or 11 stockholders or those controlled by "five people or fewer," but it is also unconstitutional. "Regardless of the merits or wisdom," the brief states, "the crucial point is that the bureau has no legislative power and may not issue new law or amend congressional action." The only authorization granted the bureau by Congress under Section 7805, Internal Revenue Code of 1954, the brief goes on to say, is to "issue regulations only for 'the enforcement' of the code."

The second objection was on the bureau's intention to make this regulation retroactive to "include taxable years beginning after Dec. 31, 1953, and ending after Aug. 16, 1954." Even Congress, notes the brief, would not have the power "to impose a penalty tax *ex post facto,* much less the bureau."

Lewis & Mound says the bureau is in error by "appearing to believe that performers and other creative people have organized corporations solely as a means of tax evasion." It cites as a case in point that of a "typical corporation producing a live tv package show." Of the total gross income derived from network or sponsor, 22% goes to featured performers (exclusive of the "stockholder-star") on long-term contracts; to staff writers, 12.6%; to producers, directors, choreographers, etc, 18%. Total production costs (rent, secretarial salaries, publicity, etc.) account for 75% of gross receipts. The "stockholder-star" gets 11.35% of gross (putting him in the 91% personal income tax bracket); and the company itself pays for both state and federal taxes 7.31%, leaving as net income added to surplus 6.7%. But continues the brief, "before the stockholder can obtain this surplus, he will be obliged to pay at least an additional 25% tax, or 1.67%, leaving as business risk profit 5.03% of the gross receipts."

Obviously, the brief states, "the corporate form is used by these companies not for tax evasion but for the same business reasons that other people operate in corporate form." It not only gives the star control over all the people "essential to the success of the show," thus eliminating his role as a direct employe of the network or sponsor, devoid of any influence over his "team" but it also protects him against personal liabilities on long-term leases, talent contracts, defamation "and all other public risks." Furthermore, it allows the corporation to earn a customary business profit as rewards for assuming the risk of capital investment or labor.

Though this proposal, if enacted into law, would affect program packagers such as Jackie Gleason Enterprises Inc., Gomalco Productions (George Gobel), Shellric (Sid Caesar), Barry & Enright, Goodson-Todman, and Epi Inc. *$64,000 Question,* it would do "considerably more damage" to the building contracting firms, according to Milton M. Mound, partner of Lewis & Mound. "Let's face it," Mr. Mound told B•T last week, "if the government mainly wanted to go after agencies and packagers, they wouldn't have gone to all the trouble of preparing its case. This goes beyond the sphere of television and advertising. The bell tolls not only for them . . ."

Mr. Mound said he and his staff spent Feb. 4-6 in Washington, talking to senators, members of the House Ways & Means Committee and Treasury officials before depositing their brief. A hearing on public protests was held in the Capitol Jan. 24.

N. M. Channel, Wyo. Drop-In Sought in Petitions to FCC

IN rule-making petitions filed last week, the FCC was asked to assign ch. 12 to Farmington, N. M., and drop in ch. 3 at Thermopolis, Wyo. Farmington Broadcasting Co., whose principals operate a community antenna system in that city, said that it would apply for ch. 12 in asking for the allocation. Closest co-channel is in Silver City, N. M., 275 miles away, and the nearest adjacent channel is ch. 13 KGGM-TV Albuquerque, 145 miles away, according to engineering data with the petition.

Joseph P. and Mildred V. Ernst (permittees of ch. 10 KWRL-TV Riverton, Wyo.) are seeking the Thermopolis allocation, saying their operation would be more efficient on ch. 3. The Ernsts, who own ams in Riverton, Thermopolis and Worland, Wyo., said their am studios in Thermopolis are larger and better equipped for conversion to tv broadcasting than the am studios which are to be used in Riverton. Also, they stated, the KWRL-TV transmitter site is 31 miles from Riverton but only 14 miles from Thermopolis. They reported the closest co-channel as ch. 3 KID-TV Idaho Falls, Idaho, 225 miles, and ch. 2 KTWO-TV Casper, Wyo. (110 miles), as the nearest adjacent channel.

In a third petition, Wrather-Alvarez Broadacsting Co., permittee of ch. 13 KYAT (TV) Yuma, Ariz., asked that that channel be shifted to El Centro, Calif. KYAT, not yet on the air, said that this would permit a more efficient use of the channel and that the move would meet all FCC mileage separations. The proposal would leave Yuma with ch. 11 KIVA (TV), now on the air, and would add ch. 13 to chs. 16 and 56 already assigned to El Centro.

NEW TERM OFFERED SAYS HEAD OF FCC

FCC Chairman George C. McConnaughey said Thursday that President Eisenhower has offered to reappoint him to the Commission when his term expires June 30. His statement was made in response to a direct question.

The FCC chairman also said that he had not yet made up his mind whether to accept the offer. There have been rumors that Mr. McConnaughey desires to retire from government service to return to the private practice of law in Columbus, Ohio, his home.

He told B•T that he would make up his mind "in the near future."

A White House spokesman told B•T that he would neither confirm nor deny the reported offer. He said it was a long standing White House policy never to discuss appointments until the President was ready to submit the nomination to the Senate.

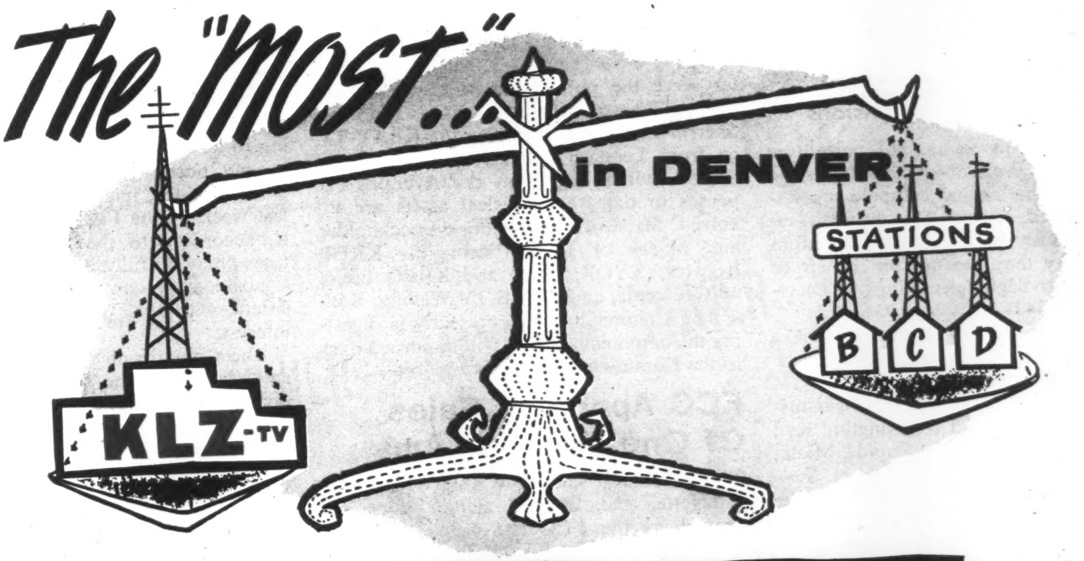
Mr. McConnaughey was appointed to the FCC to fill out the term of Comr. George E. Sterling. Mr. Sterling retired Sept. 30, 1954.

Celler Charges Ike Appointments Don't Keep Federal Law's Intent

CHAIRMAN Emanuel Celler (D.-N. Y.) of the House Antitrust Subcommittee last week charged that appointments to the FCC and other federal regulatory agencies were not being made in accordance wtih the intent of the federal statutes.

"The appointment of an Eisenhower Democrat to the regulatory commissions is not in accordance with the spirit of the law," he said. Mr. Celler suggested the President should maintain the proper bi-partisan spirit in such appointments so that the commissions will have the proper "competition of ideas" in order to carry out the intent of Congress.

Mr. Celler emphasized that it was not his intention to interfere with Presidential appointments. He was quoted in a United Press dispatch [B•T, Feb. 18] as having called for a probe of presidential appointments. He denied that story last week.



***More KLZ-TV non-network shows in the top 15**
than all other Denver TV stations combined!

***More KLZ-TV network shows in the top 25**
than all other Denver TV stations combined!

***More KLZ-TV programs (all shows) in the top 50**
than all other Denver TV stations combined!

and

- *** Highest share of audience—sign-on to sign-off —seven days a week.**
- *** Highest rated local news, weather and sports.**
- *** Highest rated syndicated show in Denver.**

All Substantiated by January ARB!

Sell more—sell Denver's largest TV audiences... Contact your KATZ man or Jack Tipton, General Sales Manager.

CBS in DENVER

KLZ-TV

CBS TELEVISION

Channel 7

Represented by the KATZ Agency.

FCC MUST SAVE DAY, U' PERMITTEES SAY

- **Claim they can't build now**
- **Want further cp extensions**

THE PROBLEM is yours, uhf permittees told the FCC, to see that uhf tv stations are able to get on the air and compete successfully against vhf outlets. This was the essence of uhf answers to an FCC ultimatum to explain why they are not on the air or making efforts to begin telecasting [AT DEADLINE, Feb. 18, B•T, Nov. 26, 1956],

Of 83 stations queried, all but five have made an accounting with the Commission. Five of the stations—ch. 27 WTOV-TV Norfolk, Va.; ch. 36 WRAK-TV Williamsport, Pa.; ch. 27 WLAP-TV Lexington, Ky.; ch. 23 WMCM (TV) Grand Rapids, Mich., and ch. 40 WINR-TV Binghamton, N. Y.—have received extensions of their completion dates. Five others—ch. 16 KEDD (TV) Wichita, ch. 48 WJLN-TV Birmingham, ch 29 WOTV (TV) Richmond, ch. 21 WIRK-TV W. Palm Beach, Fla., and ch. 20 WAAB-TV Worcester, Mass.—have had their cps cancelled and call letters deleted.

Of the five not heard from, ch. 35 WJPB-TV Fairmont, W. Va., has an application pending for modification of its cp. The other four—ch. 62 WHEF-TV Brockton, Mass., ch. 14 WACA-TV Camden, S. C., ch. 14 KTRB-TV Modesta, Calif., and ch. 52 KCOA (TV) Corona, Calif.—are in danger of losing their cps if the Commission follows through with the conditions set forth in its November letter.

All of the remaining stations, in replying to the Commission letter, asked for further extensions of time to complete their construction. They stated it would be financial suicide and not in the public interest to attempt to go on the air under present uhf-vhf conditions. Many of the stations have attempted to compete against vhf stations and found it was impossible to do so, they said.

They called upon the FCC to take steps to insure the future of uhf television to provide the public with additional television service. Many offered suggestions to the Commission as to how this could be done; many did not.

One of the stations filing a reply, ch. 20 KBAY-TV San Francisco, said that to better serve the public interest the station is being sold and requested FCC approval. Sherrill C. Corwin is buying the KBAY-TV cp from Leonard and Lily B. Averett for $1,750, which represents the Averett's expenses to date. No physical assets are involved. Mr. Corwin is minority stockholder and officer of KPRO Riverside, KROP Brawley, KYOR Blythe and KREO Indio, all California, and KAKE-TV Wichita, Kan.

The Commission staff presently is digesting the comments, which will be turned over to the Commission for futher action.

IKE SALUTES VOA

PRESIDENT EISENHOWER'S statement marking the 15th anniversary of the Voice of America was to be broadcast throughout the world today (Monday) over the entire radio network of the U. S. Information Agency. This was planned as the first time that all of the Voice's 78 transmitters, with a combined power of more than 8 million kw, have been used for a single program. It also was to be the first time that a President of the U. S. has spoken over the government's international network. The speech was scheduled to climax an 11 a.m.-noon show, *Freedom to Listen,* which covered highlights of the Voice's 15-year life.

FCC Approves Sales Of One Tv, Four Ams

THE $330,000 sale of WASK-WFAM-TV Lafayette, Ind., topped station sales approved by the FCC last week. Olney E. Richardson sold the stations to Lafayette Broadcasting Co., whose principals include Henry Rosenthal (25%), assistant manager of the stations; Alvin H. Hath (25%), Lafayette accountant, and D&B Equipment Co. (50%), Lafayette, jointly owned by E. J. Bannon and John M. Drysdale.

WFAM-TV is on ch. 59 and affiliated with CBS; WASK on 1450 kc with 250 w, is affiliated with Mutual.

Cyril W. Reddoch and Ralph L. Hooks sold WFPR Hammond, Ind., to Airweb Inc. for $52,250. Equal owners of Airweb are John E. Judd, manager of WEND Baton Rouge, La., and Baton Rouge businessmen Robert S. Boeker and Jesse L. Webb. Daytimer WFPR is on 1400 kc with 250 w and is affiliated with Keystone Broadcasting System.

Capitol Broadcasting Corp. purchased WKXL Concord, N. H., from Tele-Broadcasters Inc. (H. Scott Killgore) for $50,000 and assumption of $50-$60,000 in obligations. Frank B. Estes and WKNE Corp. (Joseph K. Close, president) each own 50% of Capitol. WKNE Corp. properties are WKNE-AM-TV Keene, N. H. and WKNY-AM-TV Kingston, N. Y. WKXL is a CBS affiliate on 1450 kc with 250 w.

In a fourth action, the Commission approved the sale of KABR Aberdeen, S. D., to KYNT Yankton, S. D., for $45,000. The station was sold by the estate of Delbert T. Hunt, deceased. Principal owners of KYNT are Doris J. Smith (53%), William M. Smith (22.8%) and Manager William E. Johnson (18.2%). Keystone-affiliated KABR broadcasts on 1450 kc with 250 w.

For other sales, see FOR THE RECORD, page 129.

Senate Confirms Larson

ARTHUR LARSON was confirmed by the Senate last week for the post of director of United States Information Agency. Mr. Larson last occupied the position of Under Secretary of Labor and was a speech writer for President Eisenhower in the last campaign and wrote a book, *Modern Republicanism.*

FCC TO PASS ON FTC'S COMPLAINTS

FROM now on when the Federal Trade Commission issues a complaint against an advertiser using radio or tv, the FCC is going to let broadcasters involved know about it—but purely for informational purposes.

That is the intent of an announcement last week by the FCC. Basis for this action is, according to the Commission, so stations "may be fully informed . . . and be in a position to consider taking action consistent with their operation in the public interest."

The Commission said that it has consistently held that the selection and presentation of program material, including advertising, is the responsibility of licensees. It continued:

"In fulfilling this obligation, a broadcast station is expected to exercise reasonable care and prudence with respect to advertising copy in order to assure that no material is broadcast which will deceive or mislead the public."

Where the FCC itself has received complaints regarding misleading advertising, the Commission has advised the stations concerned, but has made no effort to determine the merits of the complaint, the FCC said in its announcement last week.

When, however, a finding has been made by an authoritative body such as the FTC that particular advertising is deceptive, the continued broadcasting by a station of such advertising would raise, according to the Commission, "serious questions as to whether such stations are operating in the public interest."

The Commission said that an arrangement has been effected whereby the FTC will advise the FCC of questionable advertising over broadcast stations. Where the FTC issues a complaint, an order to cease or desist, an initial decision after a hearing, or a stipulation which involves radio or tv stations the FCC will be provided with copies of such documents indicating the call letters of the stations which have broadcast the advertising in question. The FCC in turn will communicate this information to the stations involved for their information.

The FCC added that licensees should not rely solely on FTC action regarding false and misleading advertising, but should continue their own efforts to determine the suitability of the advertising material submitted for broadcast over their facilities. It warned also that broadcasters should be on guard against advertising by firms other than those cited by the FTC whose advertising might be similar.

The question of false and misleading radio and tv advertising was made a *cause celebre* last year, initially by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. It was fanned by then FTC Comr. Lowell Mason in several speeches to public audiences. These attacks resulted in an addition of $100,000 in the FTC 1957 appropriation which led to the establishment of an FTC radio-tv monitoring group [B•T, Jan. 14].

COMING SOON...

HIGHEST TOWER—MAXIMUM POWER

WSOC-TV

CHARLOTTE, N. C.

announces
the appointment of

H-R TELEVISION, INC.

AS NATIONAL REPRESENTATIVES*

AIR DATE: APRIL 28, 1957

Channel 9 — NBC Basic

LARRY WALKER
Executive Vice President

GEORGE HENDERSON
General Sales Manager

* Southern representation—Bomar Lowrance & Associates.

New Agriculture Rules Censor Tv, Says Moss

AGRICULTURE Department officials have established new regulations which would appear to exercise a form of censorship over tv and newsreels. That is the view of Rep. John E. Moss (D-Calif.).

The Congressman heads the House Government Information Subcommittee. The Agriculture Department regulations, dated Jan. 24, according to Mr. Moss, specify that producers "may request cooperation only if the filmed story will portray the work of the department or rural life in 'true perspective'."

Then Mr. Moss said, the department must give approval of the proposed script before cooperation can be offered. And finally, the producer must submit his film for review before public release. Moreover, the congressman charged, the department demands that story material shall not conflict with the published views of the department.

Finally, Mr. Moss declared, the producer is required to change his script and film if department officials decide it would violate policy or contain information detrimental to the best interests of the department.

The regulations in fact, Mr. Moss said, "permit government officials to exercise censorship over films being produced with the assistance of the department."

The California congressman addressed a letter to Agriculture Secretary Ezra Taft Benson in which he expressed a wish to have answers to certain questions. One was whether the FCC had been consulted previously to the promulgation of the new regulation.

Another question he asked related to the right to judge whether a producer's proposed distribution channels are acceptable.

Rep. Moss asked the Secretary for full and complete answers. At the same time he indicated that if "full and complete answers" to the specific questions were not forthcoming, the Secretary would be asked to come to the Committee in public hearing and explain the position of the department.

THE ASSOCIATED PRESS
CITATION
TO
KRMG, TULSA
FIRST PLACE
FOR OUTSTANDING EXCHANGE
OF NEWS THROUGH THE AP
1956
THE ASSOCIATED PRESS
RADIO & TELEVISION ASSOCIATION

WE ARE PROUD TO HAVE WON THIS HONOR IN FRIENDLY COMPETITION WITH 1600 AP STATIONS. THIS IS ADDITIONAL PROOF THAT KRMG IS AN OUTSTANDING STATION IN AN OUTSTANDING MARKET.

ASK YOUR BLAIR MAN FOR THE KRMG STORY

50,000 WATTS
740 KC

KRMG

TULSA
OKLAHOMA

THE GREAT INDEPENDENT OF THE SOUTHWEST

Commission Authorizes Nine Ams In Broadcast Actions Last Week

THE FCC made nine new am grants last week to:

Prescott, Ariz.—Thunderbird Broadcasting Co., authorized for 1450 kc, 250 w unlimited time. Roy L. Albertson Jr., 9% owner of WBNY Buffalo, N. Y., and Harold L. Sanner, announcer at WNAO-TV Raleigh, N. C., are co-owners of Thunderbird.

Fayetteville, Ark.—Stamps Radio Broadcasting Co. on 1250 kc, 500 w daytime. Co-owners are H. Weldon Stamps, owner of KTCS Fort Smith, and his brother Clifford L. Stamps, who has jewelry interests.

Littleton, Colo.—Skyline Broadcasting Inc., 1510 kc, 1 kw, directional antenna unlimited. Skyline owners are J. Kenneth Brothers, former commercial manager of KGMC Englewood, Colo.; Dean D. Jervis, sales manager of KTLN Denver, and Walter F. Angerer, retail liquor interests.

Douglas, Ga.—Fernandina Beach Broadcasters, 1480 kc, 1 kw, day. Marshall W. Rowland and Carol C. Rowland, owners of WFBF Fernandina Beach, are co-owners.

Grinnell, Iowa—Grinnell Broadcasting Co., 1410 kc, 500 w, daytime. Grinnell owners are Ralph J. Henry, former employe of KREI Farmington, Mo.; Ralph J. Bitzer, consulting engineer, and Robert V. Coleman.

Loyall, Ky.—Tri-State Radio Corp., 1050 kc, 250 w day. Equal partners in Tri-State are Dr. B. F. Wright, physician, Hugh S. Martin, Harlan real estate interests, and James R. Martin, theatre manager.

Bossier City, La.—Bossier Broadcasting Service, 1220 kc, 250 w day, engineering condition. Bossier co-owners are Edwin W. Mahone Jr., Mildred J. Mahone, Howard A. Bridge Sr. and Howard A. Bridge Jr., owners of KMHT Marshall, Tex.

Vineland, N. J.—The Delsea Broadcasters, 1270 kc, 500 w, directional antenna daytime, engineering conditions. Owners are Mortimer Hendrickson (34%), Vivian E. Hendrickson (33%) and John T. Jones Jr. (33%).

Olean, N. Y.—Olean Broadcasting Corp., 1360 kc, 500 w, daytime. Olean owners are Donald W. Merriman (50%), former assistant manager of WHDL Olean, Herman C. Mosch (20%), 22% owner of Coudersport, Pa. Tv Cable Co., community antenna, Robert R. Gridley (20%), accountant, and Daniel S. Souders (10%), business manager of Olean Medical Group.

Adjacencies available to Chicago TV's greatest feature for as little as

48c per 1,000

home impressions

FOR THE TENTH consecutive year, WGN-TV will be televizing the daytime home games of the Chicago Cubs and White Sox—exclusively!

This is the highest-rated sports feature in the nation's second largest market!

FOR THE FIFTH CONSECUTIVE YEAR, Hamm's Beer and for the third consecutive year, Oklahoma Gasoline will share sponsorship of the play-by-play!

NOW AVAILABLE: Choice 10, 20 and 60-second baseball adjacencies delivering from 5 million to 38 million home impressions!*

Also check availabilities in high-rated syndicated programs and feature film presentations on Channel 9!

**Estimated impressions spot-for-spot for 1957 season based on the average Pulse, ARB and Nielsen ratings for these spots last season in an area with 2,300,000 television homes!*

TOP-DRAWER Advertisers buy WGN-TV in Chicago!

See your WGN-TV representative today!

WGN-TV *Channel* 9

The Chicago Tribune Station, Owned and Operated by WGN, Inc.

Midwest Office	Eastern Advertising Office	Also represented by
441 N. Michigan Ave.	220 E. 42nd Street	Edward Petry
Chicago 11	New York 17	& Company, Inc.

FCC Asked to Censure WGN-TV's 'Luther' Ban

THE FCC was asked last week to move against WGN Inc. for its withdrawal of the telecast of the feature film *Martin Luther*. This action was requested by the Action Committee for Freedom of Religious Expression in a formal petition filed with the FCC. It followed by two weeks a similar request by letter by the same group [B•T, Feb. 11].

The *Martin Luther* film was scheduled to be telecast by WGN-TV Dec. 21. On Dec. 19 it was cancelled, the Action Committee charged, due to pressure from Roman Catholic circles.

The Action Committee represents the Church Federation of Greater Chicago, the Lutheran Council of Greater Chicago and the Midwest Region of the National Assn. of Evangelicals plus 40 other religious and lay groups. The committee said it had 150,000 signatures to a petition to the FCC asking that WGN-TV be censured for its action.

The petition filed last week asked the FCC to "take appropriate action against WGN Inc. for its failure to meet its obligations to operate Television Station WGN-TV in the public interest and in accordance with its public service obligations." It claimed that WGN's action in withdrawing the film "has been timid."

It said the Roman Catholic Church has never officially banned the film and that WGN officials previously consented and "assured representatives of the Lutheran Church Productions Inc. (producers of the film) that they were prepared for possible fireworks."

The petition asked the FCC to order WGN to file a license renewal application so that the Commission can take up this matter. WGN-TV's license expires in December 1958.

In reply to the Action Committee's letter, WGN said that the complaint should be denied because (1) the FCC is prohibited from censoring programs, (2) WGN has maintained its overall programming balance, (3) it has not discriminated in its religious programming, and (4) the subject of the film is not a controversial issue.

Ch. 7 Laurel, Miss., Granted; Laurel Tv Co., Sole Applicant

FCC last week made final a hearing examiner's initial decision of Jan. 25 and granted ch. 7 in Laurel, Miss., to Laurel Tv Co. Laurel Tv was the lone applicant for the channel after Mississippi Broadcasting Co. (ch. 30 WCOC-TV Meridian) withdrew its application and was paid "out of pocket expenses" by Laurel [AT DEADLINE, Jan. 21]. WCOC-TV had sought the channel for Pachuta, Miss., and planned to switch its operations from ch. 30 to ch. 7.

President-25% owner of Laurel Tv is Meridian Mayor William S. Smylie. Other stockholders include D. B. Marcus (publisher of *Laurel Evening-Call*) and T. M. Gibbon, both 11.8% owners of WAML Laurel. The new tv station is authorized a power of 52.29 kw with antenna 754 ft. above average terrain.

WBC HOSTS BOSTON CONFERENCE ON PUBLIC SERVICE PROGRAMMING

THE great challenge for the local broadcaster is how better to serve the communications media, Vice President Richard M. Nixon will tell delegates to the Westinghouse Broadcasting Co.'s industry-wide conference on local public service programming. Vice President Nixon's filmed message will be shown at the opening of the Wednesday-through-Friday sessions to be held in Boston. More than 200 agency officials, educators, public leaders, and broadcasting executives representing about 110 radio and tv stations will attend.

Recalling how communications have advanced since the Town Crier, the Vice President said every radio and tv station "is potentially a Paul Revere that can instantly alert an entire community or an entire nation to any emergency." He added, "The awareness of radio and tv broadcasters of the obligation and responsibility they have to the public is nowhere demonstrated better than in the fact of this meeting itself."

Among dignitaries at the Boston session will be FCC Chairman George McConnaughey, who will speak at the Thursday luncheon, and Joseph N. Welch, Boston attorney who served as counsel for the Army in the Army-McCarthy (Sen. Joseph McCarthy) hearings that were televised nationally, will be the principal speaker at a dinner Thursday. A wide range of subjects will be covered at joint radio-tv sessions and smaller radio-only and tv-only workshops.

Among participants will be Bill Tracy, Radio-Television Committee, National Social Welfare Assembly, New York; Ray Stone, timebuyer, Maxon, Inc., New York; Ed Codel, tv director, The Katz Agency, New York; James C. Hirsch, Television Bureau of Advertising, New York; FCC Comrs. Richard Mack and Robert E. Lee, and Nicholas Zapple, Senate Interstate & Foreign Commerce Committee communications adviser.

Special guests at the Thursday dinner will include Boston leaders in business and education; Norman E. (Pete) Cash, president of TvB, and Richard Salant, CBS vice president.

The conference will begin Wednesday at 9:15 a.m. in the Georgian Room of Hotel Statler. The prologue, titled "The Challenge," will include in addition to Mr. Nixon's message, filmed observations on the broadcast media by Dr. Milton S. Eisenhower, president of Johns Hopkins U.; Sen. John P. Kennedy Jr. (D-Mass); Rear Adm. H. G. Rickover (USN); Dr. Ralph J. Bunche, United Nations Undersecretary, and Carl Sandburg. Donald H. McGannon, WBC president, will welcome the delegates.

At 11 a.m. a "Meet the Critics" panel made up of Merrill Pannitt, managing editor of *Tv Guide;* Tony LaCamera, radio-tv editor, *Boston American;* Fred Remington, radio-tv editor, *Pittsburgh Press,* and Dwight Newton, radio-tv columnist, *San Francisco Examiner,* will present a "critical approach" to public service programming. Lynn Poole, director of public relations, Johns Hopkins U., will be chairman.

After lunch, separate sessions for tv and radio will be held at WBZ's Studios A and B respectively. Both meetings will take up the general topic of "Freedom." For tv, panelists will include Bernard C. Barth, WNDU-TV South Bend, Ind.; Herbert B. Cahan, WBZ-TV Boston; Carl Fox, KYTV (TV) Springfield, Mo.; Lewis Freedman, WCBS-TV New York, and Ralph A. Renick, WTVJ (TV) Miami. Jerome R. Reeves, KDKA-TV Pittsburgh, will be chairman. On radio, the panel will be made up of Leon Goldenstein, WMCA New York; Sherwood R. Gordon, WSAI Cincinnati; Mark Olds, KYW Cleveland, and Sam Serota, WIP Philadelphia. That session will be chairmanned by Gordon Davis, KYW.

After dinner, a meeting on "Showmanship in Public Service Programming" will be held at the Statler, including on the panel James T. Aubrey Jr., ABC-TV; Dr. Frank C. Baxter, English professor, U. of Southern California; Louis G. Cowan, of CBS; Dr. Bergen Evans, Northwestern U. English professor; William J. Kaland of WBC; Robert Saudek, of the Tv-Radio Workshop (*Omnibus*) and Edwards Stanley, NBC. Chairman will be James Macandrew, New York City's director of broadcasting. A reception follows.

Panels on tv and radio news are to be held at the WBZ studios Thursday at 9 a.m. Tv panel: Robert W. Breckner, KTTV (TV) Los Angeles; Bill Burns, KDKA-TV Pittsburgh; James H. Ferguson, WSAZ-TV Huntington, W. Va., and Mike Wallace, WABD (TV) New York. John K. M. McCaffery, WRCA-TV New York, will be chairman. Radio panel includes Robert H. Forward, KMPC Los Angeles; Jack Kerrigan, WHO Des Moines; Daniel W. Kops, WAVZ New

VOTERS RESPOND TO WTCM

EFFORTS of newsmen and announcers of WTCM Traverse City, Mich., were given credit for bringing a record 1,869 townspeople to the polls last week to cast their ballots for city commissioners in a primary election.

Following an early morning check of local voting precincts, which indicated that less than 100 ballots had been cast, WTCN's two mobile units were dispatched around town. Announcers interviewed election officials at various polling booths, local judges and city officials in its "get-out-the-vote" drive.

Some 18 broadcasts were made from the mobile units, as well as 50 appeals to voters from the station's studios.

City officials and citizens later commended WTCM and its general manager, Les Biederman, for the public service effort.

FAITH

Inborn — a child's faith.

But faith...in business...must be earned.

That's why when we make a sale, we also try to make friends. Friends won through the sustained action of promises performed.

As we see it, that's not only good business philosophy. It's good business, too.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

'REVERE' RIDES AGAIN

LISTEN my children and you shall not only hear but also see . . .

Boston area children at least will be able to watch a portrayal of the famous ride of Paul Revere. On Sunday, Feb. 24th, at noon, WBZ-TV Boston's Rex Trailer, star of *Boomtown,* will begin an eight day gallop from Boston to Philadelphia, reconstructing the famed ride. He will leave the Revere House and continue on horseback until he reaches the India Queen Tavern, a replica of the 18th Century Philadelphia Inn, just rebuilt in the new Philadelphia Sheraton Hotel. To make the ride even more authentic, he will be dressed in a colonial outfit and will also be carrying news. The news, a message to Mayor Richardson Dilworth, will be that WBZ-TV is devoting the entire year of 1957 to freedom in an "effort to instill in the minds of New England viewers a new appreciation for the freedom which everyone in America employs." WBZ-TV will feature pictures of the various stages of Mr. Trailer's trip on *Boomtown* during his absence.

Haven; Rod MacLeish, WBZ-WBZA Boston-Springfield, and Gordon B. McLendon, KLIF Dallas. Chairman is Sandford Markey, KYW Cleveland.

At 11:30 a.m. a panel will be held on radio and tv children's programs with the following speakers taking part: John Arthur, ABC; Gloria Chandler, KING-TV Seattle; Jack Miller, co-producer of CBS-TV's *Captain Kangaroo;* Helen Parkhurst, child psychologist and educator, and Judith Waller, of NBC. Fred A. Keller, WBEN-TV Buffalo, will chairman this session.

The Thursday luncheon will include Mr. McConnaughey's address and the appearance of Charles L. Van Doren, Columbia U. instructor and high money man on *Twenty-One,* NBC-TV's quiz show, as a special guest. Three more sessions, on informational films, special program sources and radio-tv religious programming, will be held at the Statler Thursday afternoon.

Speakers at the informational film discussion: Richard Carlton, of Trans-Lux Films' tv department; Charles F. Dolan, of Sterling Movies U. S. A.; Michael Hayward, UN radio and visual service section of public information; Caleb Paine, WRGB (TV) Schenectady, and John F. White, WQED Pittsburgh. Chairman will be Robert B. Hudson, program coordinator at Ford Foundation's educational television and radio center.

Lineup at the meeting on special program sources: Gertrude G. Broderick, U. S. Office of Education's radio-tv education specialist; Guy Harris, KDKA Pittsburgh; Dorothy E. Lewis, UN radio-tv consultant; George E. Probst, executive director of Thomas Alva Edison Foundation, and Barrie Thorne, British Broadcasting Corp.'s North American representative. Seymour N. Siegel, WNYC New York, will chairman this session.

The religious program panel includes Albert Crews, National Council of Churches of Christ in America; the Rev. Walter L. Flaherty, director, Archdiocesan Tv Centre at the Catholic Archdiocese in Boston; Milton Krents, Jewish Theological Seminary and Bruce Wallace, WTMJ Milwaukee. Dr. Richard V. McCan of WBZ-TV will be chairman.

At the Thursday dinner, the first annual WBC "American History Award" will be announced. Toastmaster will be Wilmer C. Swartley, vice president of WBC in Boston, with Mr. Welch as speaker.

A three-hour television production session will be held at the studios of WBZ Friday morning. Panelists are Philip H. Cohen, vice president, radio and tv, Sullivan, Stauffer, Colwell & Bayles, New York; Ray W. Trent, KDUB-TV Lubbuck, Tex.; Charles Vanda, WCAU-TV Philadelphia, and Arnold L. Wilkes, WBAL-TV Baltimore, with William C. Dempsey, KPIX San Francisco, the chairman. Also slated that morning at WBZ is a panel on programming concert music. It will include Martin Bookspan, WQXR New York; Dr. Douglas S. Moore, department department of music, Columbia U.; Ray L. Stone of Maxon Inc. New York, and Melvin C. Wissman, WWJ Detroit. Chairman is Raymond S. Green WFLN (FM) Philadelphia.

At 11 a.m. Friday, also at WBZ, Melvin A. Goldberg, WBC's research director, will chairman a panel on how research can help public service programming. Two speakers are slated: Dr. Leo Bogart of McCann-Erickson, New York, and Dr. Philip Eisenberg, Motivation Analysis Inc. The WBC "Paul Revere Award" will be presented at 1:30 p.m.

Last panel is set at WBZ Studio A on production, use and potentials of radio and tv public service spots. It will include Arthur J. Bellaire, vice president for radio-tv copy, BBDO, New York; William J. Kaland, WBC's national program manager; Gordon C. Kinney, Advertising Council's radio-tv director; Irvine H. Millgate, visual education director, Boy Scouts of America, representing the Council of National Organizations; James H. Quello, WJR Detroit. Franklin A. Tooke, WBZ-TV, is to be chairman. A tour of historical spots will be held Saturday morning.

WSLI Digs Out of Flood Damage

AFTER an enforced silence of ten days, WSLI Pikeville, Ky., cleaned up mud and flood damage and returned to the air. WSLI spent all day Jan. 29 dealing with the emergency, collecting and broadcasting disaster news and answering telephones, before rampaging waters forced the station off the air. Overflowing Virginia and Kentucky streams had come within a hair's breadth of WSLI wires leading to its transmitter, when the station had to sign off at 6:55 p.m. During succeeding days engineers worked through a maze of shorted circuits, muddy monitors, motors and microphones and erected a new 1 kw transmitter to put WSLI back in business.

McCARTHY TO SELL HOUSTON STATIONS

- **Brokers will pay $600,000**
- **Four other sales filed**

SALE of KXYZ-AM-TV Houston, Tex., by Glenn H. McCarthy to Underwood, Neuhaus & Co., a Houston, stock broker firm, for $600,000 became known last week with the filing of an ownership report with the FCC, including an agreement for the sale. At the same time applications were filed for FCC approval of the sales of KIOA Des Moines, Iowa; WKNK Muskegon, Mich., among others.

The Houston brokerage firm is paying Mr. McCarthy $425,000 plus assuming $175,000 in liabilities for the ABC-affiliated 5 kw KXYZ (on 1320 kc) and the ch. 29 permit for KXYZ-TV. The firm comprises M. R. Underwood and Philip R. Neuhaus as principals. Actually the station properties are being assigned to Houston Broadcasting Corp., which will be owned by the Houston brokers. Fred Nahas, present president-general manager of KXYZ, will continue in that capacity with the new owners.

The Underwood-Neuhaus group at the present time owns 1,875 shares out of 50,000 outstanding of KTHT Houston. It is presumed that when the station assignment application is filed, the interest in KTHT will be sold in order to comply with the FCC's duopoly rules.

KIOA Des Moines, Iowa, has been bought by Lester Kamin, Houston advertising agency owner and owner of KAKC Tulsa, Okla. The station was bought from the Home & Farm group (Don Searle) for $185,000. KIOA operates on 940 kc with 10 kw day, 5 kw night and is affiliated with ABC. Mr. Kamin also holds 20% of WMRY New Orleans and of KCIJ Shreveport, La., and 33 1/3% of WCKG (TV), ch. 26 permittee in New Orleans. The sale is being made to Public Radio Corp., licensee of KAKC Tulsa, Okla., owned by Mr. Kamin. Farm & Home stations include KMMJ Grand Island, Neb.; KXXX Colby, Kan., and KFNF Shenandoah, Iowa.

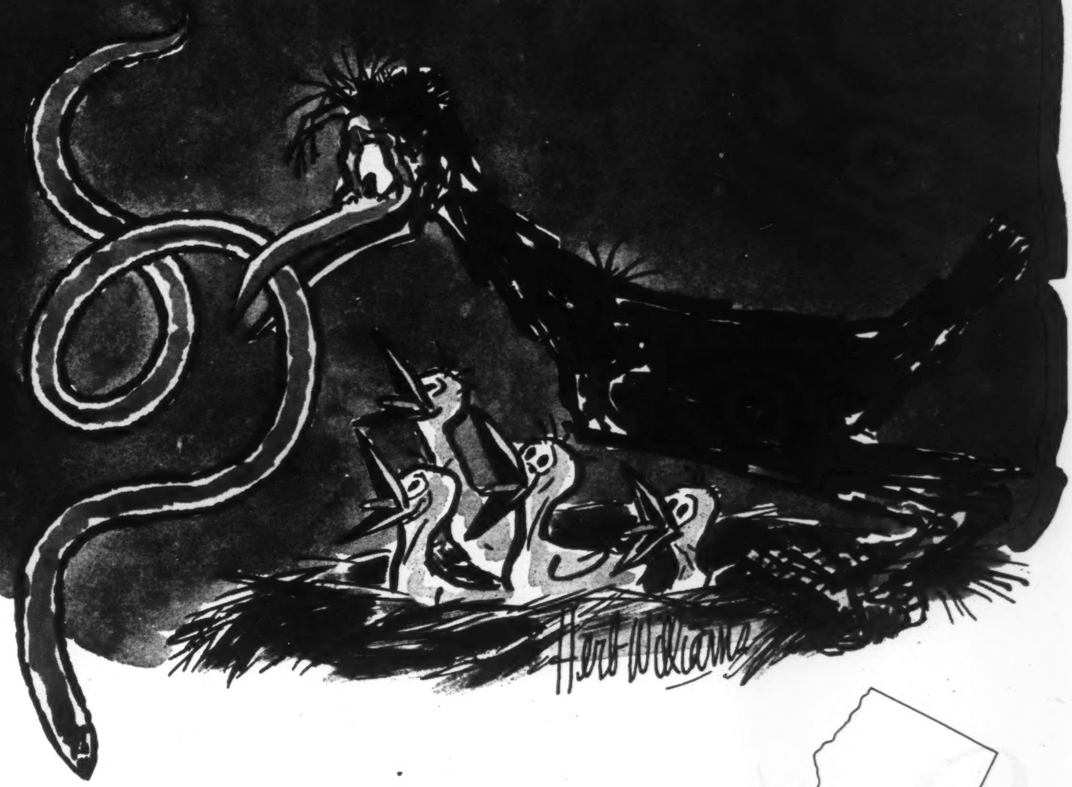
WKNK Muskegon, Mich., was sold by Nicholas and Gladys Kuris to WGRD Grand Rapids, Mich., for $150,000 ($40,000 down with succeeding payments of $22,000 annually for five years). WKNK, an independent on 1600 kc with 5 kw, listed a Dec. 31, 1956, balance sheet showing $23,173 current assets, $129,662 total assets, $10,020 current liabilities and a capital in the Kuris partnership of $119,642. WGRD President Paul F. Eichorn said the WKNK call would be changed, subject to FCC approval.

Joint-owners W. J. Harpole, Troyce Harrell, Kermit Ashby and Arthur Kline have sold 901 shares (60.9%) of KVOW Cheyenne, Wyo., for $50,000 to W. P. Wright, A. C. Etter, E. L. Thornton and Norman E. Jorgenson, Washington attorney. Mr. Wright, 19% owner of KTOW Oklahoma City, 18.6% of KWKC Abilene, Tex., and 6.8% of KRIG Odessa, Tex., is purchasing

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money


Herb Williams

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations *. . . at by far the lowest cost per thousand.* (Nielsen and SR&D)

They serve this amazingly rich inland market with an effective buying income of almost $4.3 billion — more than the Washington (D.C.) metropolitan market — and with more gross cash farm income than Minnesota. (Sales Management's 1956 Copyrighted Survey)

McClatchy Broadcasting Company

Sacramento, California
Paul H. Raymer Co.,
National Representative

KOH o RENO
KFBK o SACRAMENTO
KBEE o MODESTO
KMJ o FRESNO
KERN o BAKERSFIELD

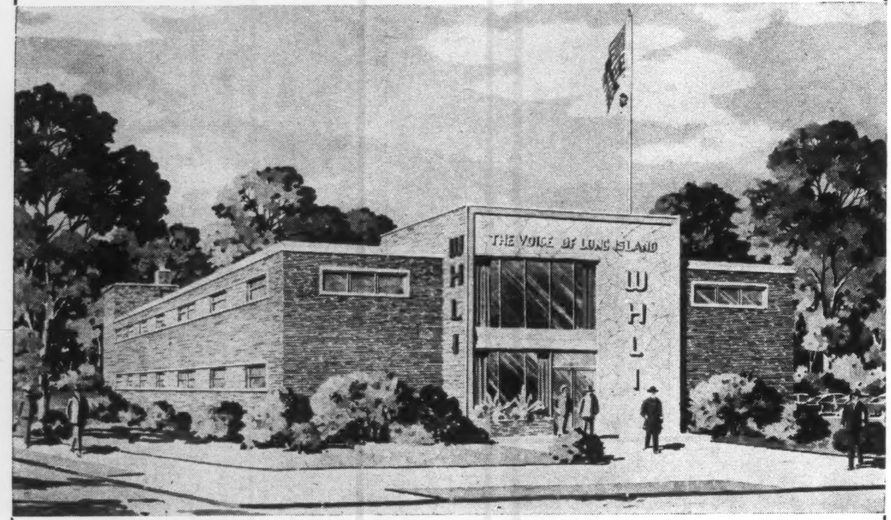
226 shares while the others will own 225 shares. Mr. Etter owns 25% of KWKC and 19% of KTOW; Mr. Thornton 19% of KTOW, and Mr. Jorgensen 25% of WMEG Eau Gallie, Fla., and 25% of WALY Kerkimer, N. Y.

KVOW, an MBS affiliate, is on 1370 kc with 1 kw daytime only. The station's balance sheet, as of Dec. 31, 1956, showed current assets of $22,740, total assets $71,386, current liabilities $10,258 and net worth of $35,878.

The Mormon Church has complied with the FCC five-vhf ownership limitation by selling its 8,080 shares (6.73%) of KGMB-AM-TV Honolulu (ch. 9) and satellites KHBC-AM-TV Hilo (ch. 9) and KMAU-TV Wailuku (ch. 3), all Hawaii. Buying the stock is majority-owner Consolidated Amusement Co. for $125,000. The church also owns stock in KSL-AM-TV Salt Lake City (ch. 5), KID-AM-TV Idaho Falls, Idaho (ch. 3), and KBOI-AM-TV Boise, Idaho (ch. 2), and the Commission had ruled that ownership of the satellites would be the same as ownership of regular stations in regard to the five vhf limitation.

An application for the sale of 20% of ch. 7 KLTV (TV) Tyler, Tex., to the station's general manager, which was consummated in 1955, also was filed last week for FCC approval. Principals involved, owners Lucille Ross Lansing and Gerald Hall Lansing (husband and wife) and General Manager Marshall Pengra, said that they were not aware, until recently, that FCC approval was required. Mr. Pengra paid $7,460, plus assumption of 20% of all obligations, for his interest. The Lansings also own KGKB Tyler and Mr. Pengra owns 33⅓% of WATO Oak Ridge, Tenn. The NBC-affiliated KLTV balance sheet, as of Oct. 31, 1956, showed current assets of $86,314, total assets $442,490, current liabilities $220,193 and long term liabilities $237,234.

RADIO SHOWPLACE OF LONG ISLAND


THE VOICE OF LONG ISLAND
WHLI
WHLI

FORMAL OPENING — FEBRUARY 26, 1957

WHLI "THE VOICE OF LONG ISLAND" proudly announces the opening of the newest and most modern radio broadcasting facilities!

- *Newest and most modern radio equipment*
- *Best equipped radio broadcast studios and facilities*
- *Largest and most complete record library*
- *A large, trained, experienced staff of 42*

NOW . . . better than ever . . . able to serve the needs of Long Island with programs that have dominated Long Island listening for nearly ten years.

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. VP Sales
represented by GILL-PERNA

Weston Pullen Named Time Vice President

ELECTION of Weston C. Pullen Jr., head of Time Inc.'s growing broadcasting activities, as a vice president of the corporation [Closed Circuit, Feb. 18] was announced last week by President Roy E. Larsen.

MR. PULLEN

He will continue to be responsible for all of Time Inc.'s radio and tv operations, reporting directly to President Larsen, and also will continue to handle all major negotiations between Time Inc. and Rockefeller Center relating to the new 47-story building they plan to erect in mid-Manhattan.

Mr. Pullen, 40, was assistant to Executive Vice President and Treasurer Charles L. Stillman prior to his election to vice president. He joined Time Inc. as a copy boy in 1939, worked with *Life* magazine's advertising sales staff from 1940 to 1942, and after Navy service during World War II, returned to Time Inc. as assistant to President Larsen. He became assistant to Mr. Stillman in 1947.

He is a vice president of KOB-AM-TV Albuquerque, N. M. (which co-owners Time Inc. and Wayne Coy have sold to Stanley Hubbard's KSTP Inc., subject to FCC approval), and vice president and treasurer of KLZ-AM-TV Denver (wholly owned by Time Inc.) and KDYL-AM-FM and KTVT (TV) Salt Lake City (80% owned by Time Inc.). He also headed Time Inc.'s negotiations for the purchase of WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul, WOOD-AM-TV Grand Rapids and two subsidiary companies from the Harry M. Bitner Sr. interests for $15,750,000, subject to FCC approval [B•T, Dec. 24, 1956].

KBAS-TV Ephrata Goes on Air; Satellite of KIMA-TV Yakima

KBAS-TV Ephrata, Wash., went on the air Feb. 15 as the fourth tv station operated by Cascade Broadcasting Co., Yakima, Wash. The new station is a satellite of KIMA-TV Yakima as are KEPR-TV Pasco, Wash., and KLEW Lewiston, Idaho.

James Schroeder is sales and promotion manager for KBAS-TV, which has its transmitter and tower located in Ephrata and its business offices in nearby Moses Lake. Howard Hammond is chief engineer.

NOW!

WBKB IS NUMBER TWO IN CHICAGO!!

ARB

January, 1957
7 days per week
6:00 P.M. to Midnight

Net Station No. 1	40.2
WBKB—ABC	23.1
Net Station No. 2	21.6
Independent	14.5

NIELSEN

January, 1957

	7 days per week 6-9 P.M.	6 A.M. -Midnight
Net Station No. 1	35.7	33.6
WBKB—ABC	29.6	24.3
Net Station No. 2	23.4	23.5
Independent	10.8	18.4

Another example of the phenomenal strides WBKB and ABC have made in the Chicago market is seen in this comparison of quarter-hour segments in the 6:00 P.M. to Midnight time period, Monday through Friday:

ARB

January, 1957

Number of Highest Rated Quarter Hours

6:00 P.M.-Midnight, Monday-Friday

Net Station No. 1	53
WBKB—ABC	40
Net Station No. 2	8
Independent	20

Number of First and Second Highest Rated Quarter Hours

6:00 P.M.-Midnight, Monday-Friday

Net Station No. 1	84
WBKB—ABC	83
Net Station No. 2	37
Independent	41

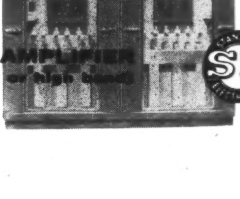
Ratings tell the story. In Chicago WBKB is the Number Two station—just as in America, ABC is the Number Two network!

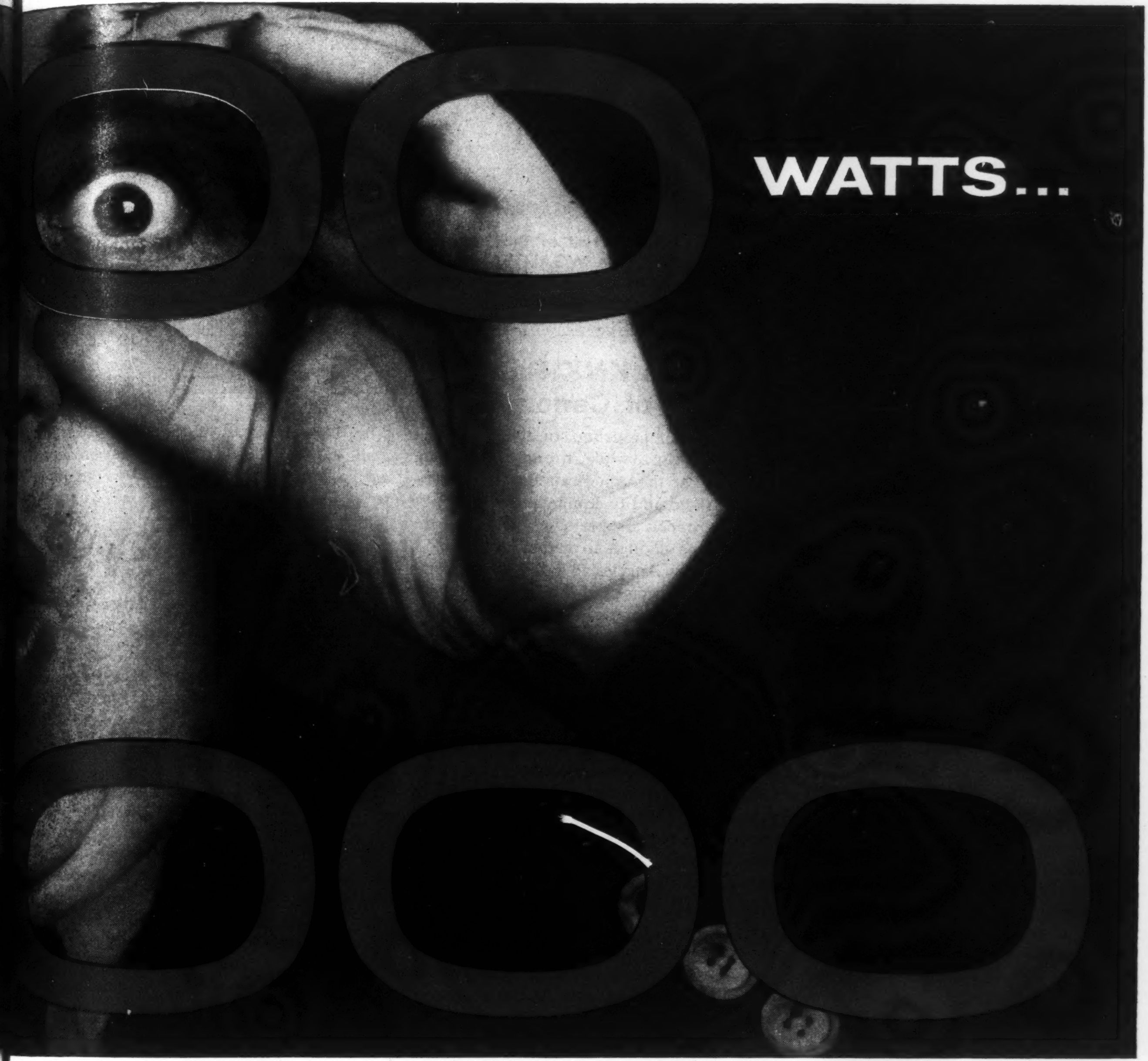
WBKB abc **Channel 7**

television network

WBKB—ONE OF ABC's FIVE GREAT OWNED AND OPERATED STATIONS—REPRESENTED BY BLAIR-TV

the new self-liquidating
S-E silver dollar plan **for boosting power!**


25-KW AMPLIFIER
(low or high band)



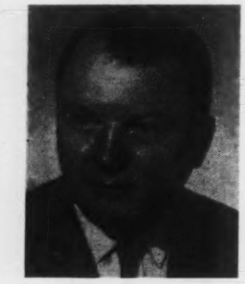
There are a number of VHF-TV stations for whom the S-E Silver Dollar Plan represents a practical way to add profitable revenue. Through the addition of a 25-kilowatt S-E "Add-A-Unit" Amplifier—these stations can now add signal strength and viewers . . . to obtain more profitable time charges. The cost of the amplifier is only $25,000 . . . half the cost of previous models of this type . . . an achievement made possible by new manufacturing techniques which have substantially reduced production time. Expansion can be made without disposing of or replacing your present equipment. Let us show you . . . with facts and figures based on your station's present and potential signal coverage . . . how The S-E Silver Dollar Plan can add profitable new income which pays for your station's expansion. Write at once to William Zillger, Vice President, Standard Electronics Corporation, 285-289 Emmett Street, Newark 5, New Jersey.

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

Dedication Ceremonies Held For New WGAL-TV Center

DEDICATION ceremonies for the new WGAL-TV Television Center, Lancaster, Pa., were to be held yesterday afternoon (Sunday) with FCC Commissioners, network officials, radio - tv magazine editors, Pennsylvania legislators and Washington attorneys invited to attend.


MR. McCOLLOUGH

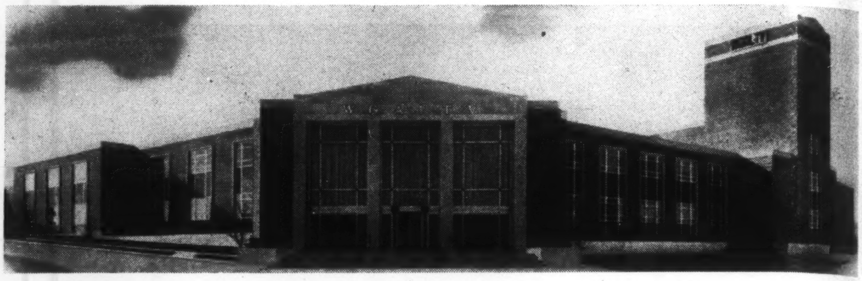
Clair R. McCollough, president and general manager of WGAL Inc., was to preside over the televised dedication program. Scheduled featured speakers were Mr. McCollough; FCC Comrs. George C. McConnaughey and T.A.M. Craven; Harold E. Fellows, NARTB president; Col. J. Hale Steinman, co-owner of Steinman Stations, including WGAL-TV; and Dr. James E. Wagner, president of the Evangelical and Reformed Church (International).

WGAL-TV began full-scale operations from its new center last Christmas Day. The station began telecasting from its former location in March, 1949.

The new facilities, including land, building, transmitting equipment and antenna, are understood to involve an outlay of about $2 million.

Among the guests invited to the ceremonies were FCC Comrs. Craven, McConnaughey, Rosel Hyde, Robert T. Bartley, John C. Doerfer; NARTB President Fellows; Harry Bannister and E. B. Lyford of NBC-TV; Edward Shurick and Robert Jamieson of CBS-TV; Oliver Treyz of ABC-TV.

Situated on the edge of a 25-acre tract west of Lancaster, the center—a red brick and Indiana limestone structure—contains 54,841 square feet of floor space and has two main studios.


LOCATED on the crest of a 25-acre tract of land on the Lincoln Hwy. west of Lancaster, Pa., the WGAL-TV (ch. 8) Television Center, which began full-time operations at its new location last Christmas Day, was to be dedicated in televised ceremonies yesterday (Sunday).

Edwin Charles KCKN Manager; New Programming Instituted

EDWIN J. CHARLES, commercial manager of WOL Washington, has been named manager of KCKN Kansas City, and Dal Stallard, chief announcer at KCMO Kansas City, has been appointed KCKN assistant manager.

Exclusive country-western music programming has been initiated on KCKN by new owner Cy Blumenthal, who also owns WARL Arlington and WCMS Norfolk, and is part owner of WROV Roanoke, all Virginia.

Following purchase of the station, a four-acre tract west of Kansas City's city limits was bought by Mr. Blumenthal and all station operations were transferred to that site. A new tower and transmitter were erected and an existing building was converted into studios and offices. The station is operating 24 hours a day.

Bar Uses KNX Report In Spite of Canon 35

THE board of governors of the California State Bar Assn., while strongly upholding Canon 35 of the American Bar Assn. prohibiting radio and tv equipment from courtrooms, dropped its prejudice against such devices long enough to gather in Studio 4 of KNX Los Angeles to listen to that station's tape recordings of the hearing held by the House Un-American Activities subcommittee last Dec. 6-8. Acrimony which had developed then between Richard Arens, committee counsel, and attorneys representing witnesses before the committee resulted in a suggestion by the committee that it ask the California Bar Assn. to take disciplinary action against these attorneys for their failure to observe the committee's rules of procedure. The atttorneys, on their part, resolved to request the association to publicly repudiate the procedure of the committee and its counsel as violating ethical legal procedure.

KNX, which had exclusively recorded the proceedings, was ordered to preserve its tapes as evidence in any action the association might see fit to take. At the request of the board, the KNX news department extracted pertinent exchanges from several days of hearing tapes for the board to hear.

"The significance of this for broadcasters is two-fold," Jack Beck, KNX news director, said. "First, there is the fact that the aggrieved parties felt that the full and complete record of what had transpired could not be obtained from reading the written record, which was available. Second, the presence of the Bar Assn. board in a radio studio for the purpose of getting a fully dimensional reconstruction of what had taken place was in effect a refutation of the attitude reflected in Canon 35. If Canon 35 had been followed in this instance there would have been no taped record for the board to examine, no record to present accurately the emotion-packed atmosphere which bore directly on the charges the association is now being asked to investigate."

Joseph Ball, president of the California State Bar Assn., conceded that the tapes made an excellent case for the value of recorded reports of judicial proceedings, Mr. Beck reported. "But," he added, "Mr. Ball said he still felt that to allow broadcast media into the hearing room would result in building pressures on witnesses to a point which might have a negative effect on the proper conduct of a hearing or trial."

WOR's 35th Anniversary Marked by Special Events

WOR New York celebrated its 35th anniversary last week with various special events. On Thursday, the station arranged for more than 7,000 employes, in 17 different New York agencies, to be served coffee and cake at their individual desks with WOR's compliments.

Mayor Robert F. Wagner proclaimed Feb. 21 "WOR Day" and the station held several contests. One such contest was "Guess the Weather". Prizes were awarded to listeners who came closest to forecasting the low temperature and the time of day it occurred on Feb. 22. The governor's proclamation said WOR has "contributed to the growth of the city of New York and the needs of its people by, disseminating news and information; lending itself to any campaign for human well-being; tolerance for, and presentation of all points of view; respect for the laws of good taste and the traditions of fair play; developing and cultivating a great many talents for the entertainment of listeners, and by being a dependable, reliable reporter of events both large and small."

Listeners received gifts if their initials were the same as the station's call letters. Anyone celebrating his 35th anniversary or birthday was also eligible for gifts.

WIP, WIPA Exchange Programs

WIP Philadelphia and WIPA Annapolis, Md., this week will begin the interchange of two daily programs, it was announced last week by Benedict Gimbel Jr., president-general manager of the former station. The programs are *Start the Day Right*, featuring Joe McCauley, from 7 to 10 a.m. and the *Jack Pyle Show* (1:30 to 4 p.m.).

NOT MERELY

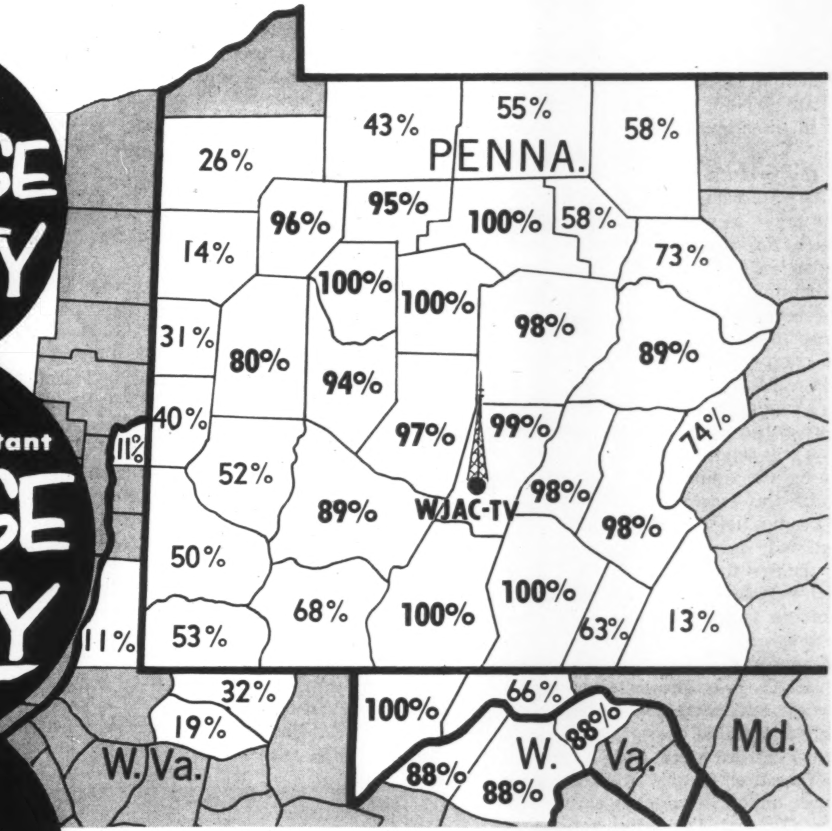
COVERAGE QUANTITY

. . . but that all important

COVERAGE QUALITY

only

WJAC-TV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88%
W.
88%
Va.
88%
Md.

delivers this 41-county territory— hits 80% to 100% in 20 key counties

If Southwestern Pennsylvania is important in your marketing plans, you just can't overlook WJAC-TV in your advertising plans. Here's sound, solid strength in coverage . . . but, even more important, amazing audience loyalty and program appeal. In the Johnstown-Altoona Market, for example, in the 7:00 to 11:00 P. M. period, WJAC-TV leads in 105 periods while Station B leads in 7! Of the top 25 night-time shows, 24 of them are on WJAC-TV! Best of all, a sizable share of this wide and effective coverage is actually a bonus for you!

Call your Katz man for all the facts and figures.

The dominant force
in
Pennsylvania's
3rd TV Market

SERVING MILLIONS FROM
ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

General Tire Announces $10.9 Million Earnings

GENERAL TIRE & Rubber Co.'s consolidated sales for the year ended Nov. 30, 1956, reached an all-time high of $390,471,772, William O'Neil, president, announced last week in his annual report to stockholders.

It was the seventh consecutive year that General Tire's consolidated sales have exceeded the previous year's record. The 1956 sales, which do not include those of the wholly-owned subsidiary, RKO Teleradio Pictures Inc., nor those of operations outside of the U. S. except General's Canadian operations, were an increase of $94,740,676 over 1955, the company's best previous year.

While the RKO Teleradio sales are not included, earnings of the broadcasting-motion picture-music subsidiary are being consolidated, it was reported by Mr. O'Neil.

Explaining the figures, Mr. O'Neil said, "Because of the increasing importance of RKO Teleradio, its net earnings are now being included in our consolidated statements for the first time. Actually, due to customary delay in foreign audits, we are able at this time to include the RKO Teleradio earnings only for the 10-month period through September. Unaudited figures indicate that RKO Teleradio in October and November showed additional profits of approximately $1 million."

(In New York last week, MBS Vice President and Treasurer George R. Ruppel told B•T he was unable to release earnings by Mutual or General Teleradio stations because "none of the other radio networks have done so, so why should we?").

Mr. O'Neil gave another reason for declining to specify Teleradio earnings. "We are not consolidating RKO Teleradio sales in our figures because they are not tangible merchandise. This is an equity type consolidation, hence, our traditional pattern of reporting sales has not been changed."

Consolidated company earnings, including RKO earnings for only 10 months, are $10,860,129. This amounts to $6.90 per share. Not included in this figure are the undistributed earnings in foreign subsidiary and affiliated companies which "enjoyed an outstanding year in both sales and earnings," according to Mr. O'Neil.

Mr. O'Neil also said that steps were taken in 1956 toward making the company's preference stock its senior stock. "The plan was initiated by retiring more than $6 million of cumulative preferred stock through exchanging either subordinated debentures or preference stock for it," Mr. O'Neil stated. "Less than $800,000 of cumulative preferred stock now remains outstanding. In addition, plans for consolidating certain series of our preference stocks are now under consideration," he told stockholders.

Pointing to the company's tremendous growth, Mr. O'Neil said, "we project sizable gains in sales and profits in all our basic operations—rubber, plastics, chemicals, rockets, and entertainment—in 1957. In anticipation of this increased demand we completed or began major expansions during 1956 as part of a $40 million two-year capital expenditure program."

At Nov. 30, 1956, General's working capital was $68,944,065 as compared to $52,399,145 a year previous. Its current assets are $147,028,874 and its current liabilities $78,084,809.

Griffin Broadcasting Interests Announce Executive Changes

CHANGES in three executive positions at Griffin stations in Oklahoma and Arkansas were announced last week.

MR. GRIFFIN

John T. Griffin, president, becomes chairman of the board for the Tulsa Bcstg. Co., licensee of KTVX (TV) Tulsa; Consolidated Radio Enterprises, licensee of KTUL Tulsa and KFPW Ft. Smith, Ark., and Central South Sales, KATV (TV) Pine Bluff, Ark.

James C. Leake, formerly the three firms' executive vice president, succeeds Mr. Griffin as president, and Mike Shapiro, formerly managing director of KTVX (TV) and KATV (TV), moves up to the executive vice president post.

MR. LEAKE

MR. SHAPIRO

KTLA (TV) to Merchandise With Local Consumer Panel

NEW POLICY of making Southern California housewives partners in its merchandising plans has been adopted by KTLA (TV) Los Angeles, Lew Arnold, general manager, announced Friday. The policy is accomplished through an exclusive television tie-up between KTLA and the Continuing Consumer Panel of Research, rapidly-growing organization of consumers from all parts of the Greater Los Angeles area, whose goal is to have one woman out of every 200 as an continuing member.

These consumers, classified as to income, size of family and 50 other variables, become available to KTLA advertisers who want sampling, product analysis or assistance in distribution. In addition, the station has established a working relationship with brokers and retailers to insure proper display of consumer products advertised on the station at the retail level. KTLA is also working with advertising agencies and is marshalling its own personalities behind the plan.

Two specific programs will become effective in mid-March: one is an in-the-market promotion, featuring KTLA talent, stack guarantees and on-the-air plugs. All current KTLA consumer products accepted by the CCPR will automatically participate in this plan and will also receive a new KTLA official seal of approval.

Second new program is being offered to 10 non-competing accounts with less than 25% distribution in the market. These products will be featured on a new products hour of the *Dorothy Gardiner Show* on KTLA each weekday afternoon, each receiving one two-minute and four 30-second spots during the week. They also will get stack guarantees, strong in-store merchandising support and cooperation of CCPR.

Radio-Tv Supplies 18% Of Meredith's Revenue

FOR the Meredith Publishing Co. and subsidiaries, Des Moines, Iowa, the 1955-56 fiscal year that ended last June 30 was "the most successful one in (its) history from the standpoint of overall revenues and earnings." Chalking up a gain in income for the 14th consecutive year, Meredith, which operates four radio and four tv stations besides publishing such magazines as *Better Homes & Gardens,* saw its net earnings for the first time pass the $4 million mark.

In the annual report to stockholders last week, President Fred Bohen noted that Meredith's broadcast revenues, accounting for 18% of the company's total 1956 revenue of $48,460,000 (a gain of 13% or $5,706,000 over 1955), totaled $8,881,000—an increase of 21% over 1955.

Meredith owns and operates WHEN-AM-TV Syracuse, N. Y. WOW-AM-TV Omaha, KCMO-AM-TV Kansas City, and KPHO-AM-TV Phoenix.

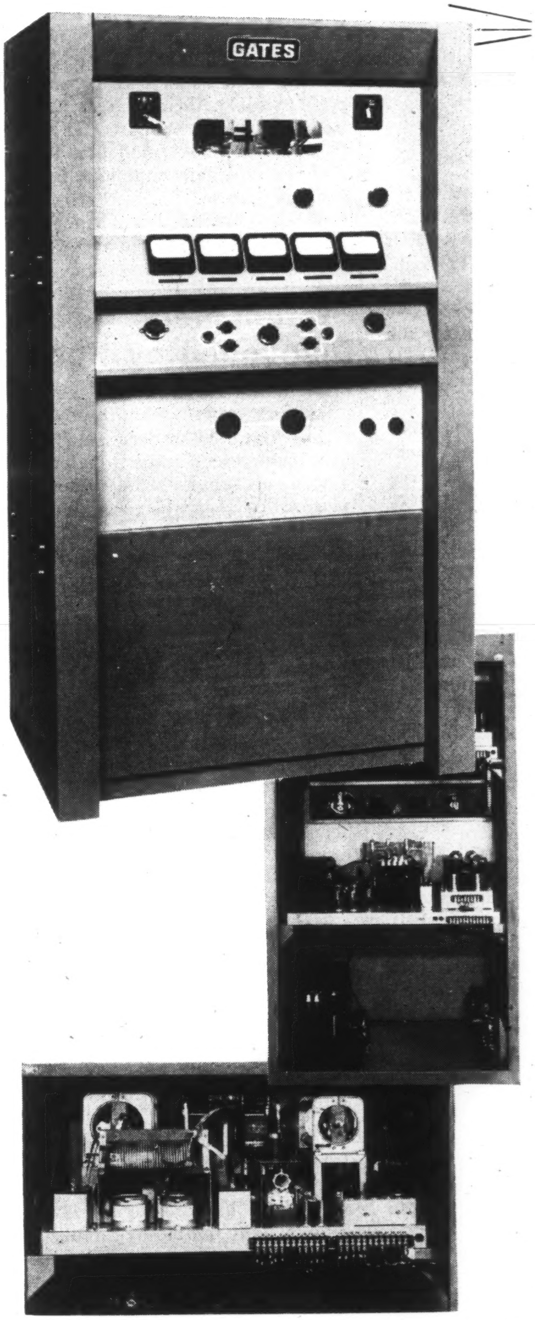
The stations, during the past year all underwent physcial improvement, the report goes on. KCMO-TV got a new 1,042-ft., self-supporting tower, reportedly the highest structure of its kind ever erected; studio and operating plants in Kansas City and Syracuse are undergoing expansion; color tv equipment is being installed and new maximum power transmitters are on order for WHEN-TV and KPHO-TV. Combined capital expenditures over the next two to three years will approximate $2 million on the stations alone, Meredith noted.

But, as revenues shot up, so did costs—by $4,888,000 over last year. This gain does not include a rise in taxes. Earnings after taxes of $4,047,000 represent an increase of $623,000 over 1955's $3,624,000. Earnings and dividends per share, respectively, rose 33 cents and 25 cents, with current earnings per share set at $3.14 and current dividends at $1.50.

Breakdown of how much of Meredith comes from where was also stated in the report. Magazine advertising revenue comprises 56% of the total, with broadcasting ranking second with 18%. Circulation accounts for 16%, and book sales (barbecue and decorating books) for 7%.

PREFERRED Two to One

The GATES *BC-1J* ••• *Most Outstanding One Kilowatt Transmitter Today!*



FEATURES

The only transmitter made for full 540-1600 Kc. Tunes to Conelrad without buying extra parts. Guaranteed first on tune-up. At certain frequencies actual unused capacitors become self-contained spares. If you re-sell, when going to higher power, BC-1J will operate at any broadcast frequency. Complete relay complement for ease in remote control and equipment protection — no circuit breakers. Twin-drive audio for low distortion. Center line metering.

QUALITY

Big all the way — in component size, electrical strength and mechanical design. Full-fledged Tee network. Edgewise ribbon coils in entire final tank. Roomy cabinet eliminates parts stacking. Ample space between parts means cooler operation. Extra large main plate transformer weighs 92 pounds and rated continuous duty at 90% sine wave modulation — not just average modulation.

PERFORMANCE

Response, distortion and noise pleases the most exacting engineer. Extremely low harmonic radiation. Negligible intermodulation. BC-1J is known as an easy modulator because of abundance of R.F. drive and high power capabilities of 833A modulators . . . a transmitter that sounds as good as the published specifications.

SALES

Based on field reports compiled by Gates sales engineers, BC-1J outsold all competition during 1956 and came close to equaling the combined sales of any two competitors, notwithstandina one competitive model less in price.

1922—1957 35TH ANNIVERSARY

GATES

QUEBEC, CANADA
THE CANADIAN MARCONI CO.

INTERNATIONAL
13 E. 40th ST., NEW YORK 16, N. Y.

GATES RADIO COMPANY, QUINCY, ILL., U. S. A.

OFFICES IN: NEW YORK - WASHINGTON D. C. - ATLANTA - HOUSTON - LOS ANGELES

Chicago Station Posts Realigned by NBC

REALIGNMENT of top executive posts at NBC's Chicago stations, including the appointment of Howard W. Coleman as station manager of WMAQ-AM-FM, was announced Tuesday by Jules Herbuveaux, network vice president and general manager of the stations.

MR. COLEMAN

Reorganization is to effect complete separation of sales and programming for WNBQ (TV) and WMAQ-AM-FM.

Other appointments include those of:

(1) Russell G. Stebbins, formerly sales director of both radio-tv operations, as WNBQ sales director.

(2 Harry D. Trigg, formerly program director for both outlets, as tv program director for WNBQ.

(3) John F. Whalley as operations director for all stations and acting business affairs manager, pending a permanent selection void since the transfer of Neil Murphy to WNBC (TV) New Britain, Conn.

A new three-man color sales development unit has been set up comprising Mr. Stebbins, Henry T. Sjogren, assistant general manager of WMAQ-WNBQ, and John M. Keys, WNBQ advertising-promotion-merchandising manager.

Postal Inspectors Throw Wrench Into Plan to Win KOSI Contest

EXCITEMENT over a "Top Forty Contest" operated by KOSI Denver simmered down last week when an apparent effort by a young couple to win the $10,000 prize ended in federal court. The couple, listed by federal officials as Paula Sue Gore Griswold, 16, and her husband, 18, were said to have confessed to postal inspectors they tampered with mail in providing a correct answer to a contest at which odds were variously listed from 1,000,000-to-1 all the way to 851 million to the 54th power.

The contest offered a $10,000 prize to any listener who would list correctly the 40 most popular tunes played by KOSI during the week, in the order performed, provided the entry bore a postmark prior to midnight Friday. Several weeks ago, according to federal officials, the couple addressed an envelope to themselves with light pencil marks to obtain a proper postmark.

The following Monday, after the contest was over, they obtained a mimeographed list of the tunes from the station, copied them, addresed the envelope to KOSI and then told a postal clerk the letter had been put in their own mail box by mistake, federal officials explained. Postal inspectors brought charges againt the young people after examing the delayed entry in a laboratory. The two are held under $500 bond and are to be arraigned March 1.

Prior to entry of postal inspectors into the affair, Mrs. Griswold, a former Colorado state golf champion, had sued KOSI for $20,000 because prize money was not paid at a specified time. The station stated payment would have to come from the insurance company that underwrote the contest, described as Lloyds of London. The contest was suspended by KOSI after the dispute arose, according to Edward M. Guss, KOSI general manager.

New Sponsors Falling in Line Behind WITH 'Community Club'

THE 17 advertisers sponsoring the sixth 13-week cycle of Community Club Awards now nearing completion on WITH Baltimore have unanimously signed up for the seventh cycle, starting March 4, and five new accounts have also been signed for the new cycle, R. C. (Jake) Embry, WITH general manager, said Wednesday in Los Angeles.

Speaking to a group of timebuyers from Los Angeles agencies at a luncheon given for Mr. Embry by Forjoe & Co., WITH's national sales representative, the Baltimore station executive described his station's merchandising plan for food advertisers, of which the Community Club Awards are one part. These awards, he said, contribute $10,000 each 13 weeks to the woman's club or church group or similar organization whose members turn in the greatest number of labels or other proof of purchase of the sponsors products during the 13-week period. At the end of 10 weeks of, the current cycle, Mr. Embry reported, these credits exceeded $6 million, more than three times those amassed in the first cycle.

WITH's food merchandising plan also includes tie-ins with the three food chain stores operating in Baltimore—A&P, Acme and Food Fair, Mr. Embry said, insuring the station's food accounts of good shelf space plus displays in the outlets of those chains, and an arrangement with the GA Stores, association of independently-owned food stores, assuring WITH advertisers of special promotions.

Aware, Hartnett Denied Plea For Dismissal of Faulk Suit

APPELLATE division of the New York State Supreme Court in Manhattan last week unanimously affirmed an earlier decision which held that the complaint of John Henry Faulk, WCBS New York personality, in a libel suit against Aware Inc. and Vincent Hartnett, was "sufficient in law" and the defendants' defenses were "insufficient."

The action last week stemmed from a $500,000 libel suit filed last June by Mr. Faulk against Mr. Hartnett, a research consultant and writer and Laurence A. Johnson, former owner of a chain of grocery stores in Syracuse, and Aware Inc., an organization established to "combat the communist conspiracy in the entertainment industry." Mr. Faulk's complaint charged that Aware—which issues a bulletin—and Messrs. Hartnett and Johnson "were engaged in the blacklisting of radio and television artists and they published the libelous articles pursuant to a conspiracy to destroy Mr. Faulk's livelihood and remove him as a vice president of the New York chapter of the American Federation of Television & Radio Artists."

Aware and Mr. Hartnett, in their answer to the complaint and a move for dismissal, claimed that the publication was "true"; it was an exercise of the right of fair comment and the defendants had a "qualified privilege" to make their charges. The state supreme court last August and the appellate division last week ruled that the "defenses of truth and fair comment had not been properly pleaded and moreover, that there is no such qualified privilege in the law." Mr. Johnson was not involved in the latest court moves.

Station Reps' Growth Discussed by Headley

THE station representative, as a person or a firm, has grown within three decades from a close-mouthed trader to a "vital and indispensable force in the broadcast industry."

So said Frank M. Headley, president-treasurer of H-R Television Inc., and president of the Station Representatives Assn., in a speech last Thursday before a luncheon meeting in Boston of the Broadcast Executives Club of New England.

The station rep, Mr. Headley declared, has come a long way from the "early beginnings of informal, blue-sky salesmanship". He faces today a job full of complexities, providing services which encompass research, promotion, marketing, counseling and even social contacts. Yet, although representatives "have evolved into organizations with a broad group of service functions for their client stations, they maintain, first and foremost their original reason-of-being—sales."

In detailing to the New England broadcasters just what a station representative's job consists of, Mr. Headley disclosed that the total annual payroll for the 53 firms actively engaged in station representation is $12,557,000. These 53 firms maintain 274 offices, employ a total of 1,615 people (of whom 622 are salesmen), and represent over 2,000 radio and 400 tv stations.

With spot figures higher today than ever before (he cited TvB, RAB and SRA figures), Mr. Headley ventured the opinion that "without the streamlined systems representatives have inaugurated to provide agencies with minute-by-minute availability information and a smooth communication flow with stations, it is doubtful if spot advertising would have become the large scale, potent medium it is."

"I think," Mr. Headley said, "it is safe to make one prediction. Wherever the broadcasting industry goes, so will the representative firms. No matter what great changes the next decades bring to our dynamic, ever-changing industry and no matter where technological and social progress takes the broadcasters, the representatives will travel alongside—counseling, servicing and selling. No station could ask for more."

WDSU-TV Films Hearing As Rayburn Ban Defied

WDSU-TV New Orleans covered a two-day Congressional hearing into communist activities in New Orleans last week with the express permission of Rep. Edwin Willis (D-La.), chairman of a subcommittee of the House Un-American Activities Committee.

Speaker of the House Sam Rayburn (D-Tex.) has expressly forbid tv in House committee hearings and several members of the House have opposed the ban.

The sound film was used on regular newscasts and on the second day, with reluctant witnesses and admitted former communists testifying, WDSU-TV programmed the film report through the day as follows:

- A special 20-minute film segment on morning testimony was scheduled as an insert in the *Midday* program at 1 p.m.
- Highlights on all witnesses were included on the *Esso Reporter* newscast at 6 p.m.
- A special half-hour film review of the day's testimony was offered at 7 p.m., three hours after the hearing ended. The show was entitled *Communism in New Orleans*.
- Film highlights and an interview with Rep. Willis were included in the regular *World Tonight* 11 p.m. newscast.
- *Sunday Supplement* show at 2:30 p.m. with Bill Monroe, WDSU news director, had a live interview with Dr. William Sorum, a psychiatrist, who told the committee of his years in the Communist Party from 1945 to 1951.

Two dramatic confrontations in which reluctant witnesses were faced with admitted former communists and were identified by them also was shown tv viewers.

Congressman Willis requested and got a copy of the half hour report. He said he wanted it as an example of the speed and accuracy with which tv can cover such a hearing on film.

C-C's Ex-Employes Sue For Severance, Other Pay

TROUBLES for Crowell-Collier Pub. Co. (KFWB Los Angeles) are piling up.

Papers were served Thursday afternoon on Crowell-Collier by the New York law firm of Landis, Taylor & Scoll, on behalf of the Employes Committee representing the 2,300 ex-employes affected by the sudden demise of *Collier's* and *Woman's Home Companion* last December.

The complaint, seeks to force C-C to pay a promised $1 million in severance pay, and also unspecified amounts covering accrued vacation and pension rights.

It is based on two contracts. One is implied, attorneys told B•T, and incorporates the *American Magazine* "severance plan," established last summer when Crowell-Collier suspended *The American* magazine. It calls for one week salary for each six months employment up to 26 weeks or a possible alternate of $5,000. The other is "expressed" and is based on the Jan. 4, 1957, "oral promise" by the board of directors to allocate $1 million to severance. (An "oral promise," according to New York state law, is considered valid if acted upon within one year's time, attorneys explained.)

THEY bagged their quotas of quail in an all-day hunt at Thomson, Ga., as guests of Walter J. Brown, president-general manager, WSPA - AM - TV Spartanburg, S. C. L to r: front row, Squire Brown; Turner Catledge, managing editor, *New York Times* (WQXR); Sol Taishoff, editor-publisher of B•T, Washington; back row, Nat W. Goldstein, circulation manager, *New York Times;* Harry Wise, tv president, George Hollingberry Co., station representative; Andrew D. Ring, consulting engineer, Washington. The hunt took place on Feb. 16.

257 Tv Stations Now With Color, NBC Says

THE NUMBER of tv stations in the U. S. able to telecast in color was 257 on Jan. 1, 1957, according to estimates released Thursday by the NBC Research Dept.

Of these 257 stations, 136 are affiliated with NBC-TV. These 136 stations serve areas which include 37,230,000 television homes, or 96% of the total number of tv homes in the U. S., the network claimed. This number of NBC-TV affiliates now equipped to broadcast network color programs represents a 30% upswing over a year ago and is expected to increase to approximately 146 by this July and to 153 by January 1958. Currently there are 45 NBC affiliates capable of originating local film programs in color and 20 which can originate live programs in color, NBC reported.

Expansion of NBC-TV color facilities was highlighted during the past year by the completion of new color studios as well as the colorization of existing plants, NBC said. Both of these encompassed a $12 million program completed by the fall of 1956, and the launching of a new $3½ million expansion program for 1957.

In January 1957 NBC-TV broadcast 54 hours and nine minutes of color programming. This represents a 23.3% increase over the 43 hours and 54 minutes of colorcasts during the corresponding period for 1956. During the current television season the network is presenting at least one major color show nightly, not including spectaculars.

Broadcast Pioneer Gannon Dies Of Heart Attack in Washington

FUNERAL services for Charles F. Gannon, 54, New York radio and television publicist, were held in Washington last Tuesday. Interment was in Rock Creek Cemetery, Washington. He died Feb. 16 of a heart attack while in Washington. Mr. Gannon was program director of WRC Washington and WOR New York, and a vice president of Kudner and of Benton & Bowles advertising agencies before forming his own public relations business in New York in 1952. He originated and helped launch many famous radio shows, among them *The Railroad Hour* and *Meet the Veep*. While at WRC he was credited with arranging the first commercial football broadcast, an Army-Navy game. Mr. Gannon was one of the principals of Hartford Telecasting Inc., unsuccessful applicant for Hartford, Conn., ch. 3. He is survived by his widow and a daughter and a brother. He was a native of Falls Church, Va.

REPRESENTATIVE APPOINTMENTS

WANN Annapolis, Md., appoints The Walker Representation Co., N. Y.

REPRESENTATIVE PEOPLE

John Scovern, vice president, Peters, Griffin, Woodward Inc., elected treasurer.

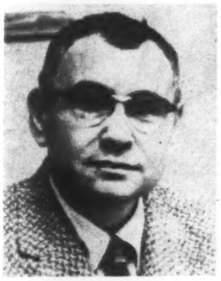
Thomas A. Dooley, assistant to advertising vice president, Whitehall Pharmacal Co., N. Y., to Adam Young Inc., same city, as radio account executive.

Alfred M. Masini, account executive for CBS Network Sales Service, to New York tv sales staff of Edward Petry & Co.

STATION PEOPLE

Ken Firnstahl, in charge of sales for KEUE Minneapolis, named general manager and sales manager.

James H. Burgess, national sales representative for Crosley Broadcasting Corp.'s tv stations, named sales manager, WLWA (TV) Atlanta, effective Mar. 1.



MR. RANSON

Jo Ranson, press relations director, WMGM New York, named to new post of director of advertising, promotion and publicity.

Jack Murphy, program director, KOOL-TV Phoenix, named assistant manager.

Dave Rogers, assistant chief engineer, KVAR-TV Phoenix, to KLRJ-TV Las Vegas, Nev., as chief engineer.

Russell Goyette promoted from engineer to chief engiener at KARD-TV Wichita, Kans.

Frank T. Edwards Jr., manager, KBTN Neosho, Mo., to KODE Joplin, Mo., as radio sales manager. **Jay Corrington,** KODE chief announcer, named program director.

Bruce M. Johns, WTVN-TV Columbus, promotion director, to WCHS-TV Charleston, W. Va., in similar capacity.

George Marr, head of his own film production agency, Delmar Productions, Milwaukee, to WISN-TV, same city, sales staff.

Tom Redston, account executive, J. H. McGillvra Inc., N. Y., to WAAT Newark, N. J., sales staff.

Hal H. Hoffman, S. F. office of Bolling Co., to KGO same city, sales staff.

Charles Hendrickson to local sales staff of KARD-TV Wichita, Kans.

Allen Woodall, president WDAK, and general manager of WDAK-TV Columbus, Ga., to Board of Regents, U. of Georgia System.

Lawrence H. Rogers II, president-general manager, WSAZ-AM-TV Huntington, W. Va., appointed to City Planning Commission and **Nick Basso,** WSAZ news director, appointed to City Traffic Council.

Gerity Broadcasting Co. (WNEM-TV Saginaw, WPON Pontiac and WABJ Adrian, all Mich.) appoints John S. Allen Assoc., Miami, as consultant.

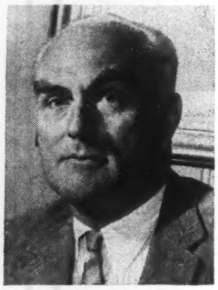
STATION SHORTS

WFIE (TV) Evansville, Ind., announces withdrawal of new Rate Card No. 7 [B•T, Feb. 11]. Card No. 6 will remain in force.

KCKN Kansas City, Kan., appoints Litman-Stevens & Margolin Inc., Kansas City, Mo.

BLACKBURN, OTHERS FORM BROKER FIRM

- **Marshall, Harvey in company**
- **Headquarters Washington**



MR. BLACKBURN

FORMATION of a new brokerage firm, Blackburn & Co., was announced last week. The firm comprises James W. Blackburn, Clifford B. Marshall and Jack V. Harvey, all formerly associated in the media broker firm of Blackburn & Hamilton Co. Ray V. Hamilton and other former associates of the Blackburn-Hamilton firm two weeks ago announced the formation of Hamilton, Stubblefield, Twining & Assoc. [B•T, Feb. 18].

The new Blackburn firm will specialize in negotiations, financing and appraisals in the radio, television and newspaper fields, Mr. Blackburn said. He and Mr. Harvey will continue to operate in Washington, D. C., headquartered in the Washington Bldg., that city. Mr. Marshall, formerly in charge of Blackburn-Hamilton Co. office in Atlanta, Ga., will remain in Altanta in the Healey Bldg. as head of Blackburn & Co.'s operations in the southern states.

Mr. Blackburn, a former Hearst Newspapers advertising department executive in Chicago, co-founded Blackburn-Hamilton Co. in 1946.

Both Mr. Harvey and Mr. Marshall served as business representatives for the United Press in the south. Mr. Harvey joined the UP after working for newspapers in the midwest. Mr. Marshall at one time was manager of WGRV Greeneville, Tenn.

MR. HARVEY

MR. MARSHALL

Miller Joins Paul Chapman Co.

MR. MILLER

J. McCARTHY MILLER, former co-owner of WDCL Tarpon Springs, Fla., today (Monday) joins Paul H. Chapman Co., Atlanta, station brokerage firm. Mr. Miller will cover Florida and the Gulf Coast from Chapman Florida headquarters located at 1604 Sunset Dr., Clearwater, the announcement of his appointment stated.

Thomas P. Littlepage Buried Tuesday in Arlington Cemetery

THOMAS P. LITTLEPAGE, 49, Washington radio attorney, was buried in Arlington Cemetery, Washington, last Tuesday following his death from cancer on Feb. 16. He had been ill six months. Mr. Littlepage, was born in Boonville, Ind., but was reared in Washington. He attended Washington D. C., public schools, Indiana U., George Washington U. and received his law degree from National U., Washington, joining his father in law practice in Washington in 1933. His father was Thomas P. Littlepage Sr.

During World War II, Mr. Littlepage was a Navy lieutenant in radio communications work. He was a member of the Federal Communications, District and Supreme Court bars. He is survived by his widow, Mrs. Geraldine F. Littlepage; a daughter, Mrs. Ira H. Pearce; a son, Thomas P. Littlepage III; a sister, Mrs. William B. Fletcher, and two brothers, John M. and James Littlepage.

PROFESSIONAL SERVICE PEOPLE

Victor Schiff, account executive-account supervisor, Carl Byoir & Assoc., N. Y., named senior vice president.

AND HERE'S CAESAR'S MESSAGE TO THE TROOPS!

New FOR 1957

MORE THAN ONE MILLION HOURS IN THE MAKING...

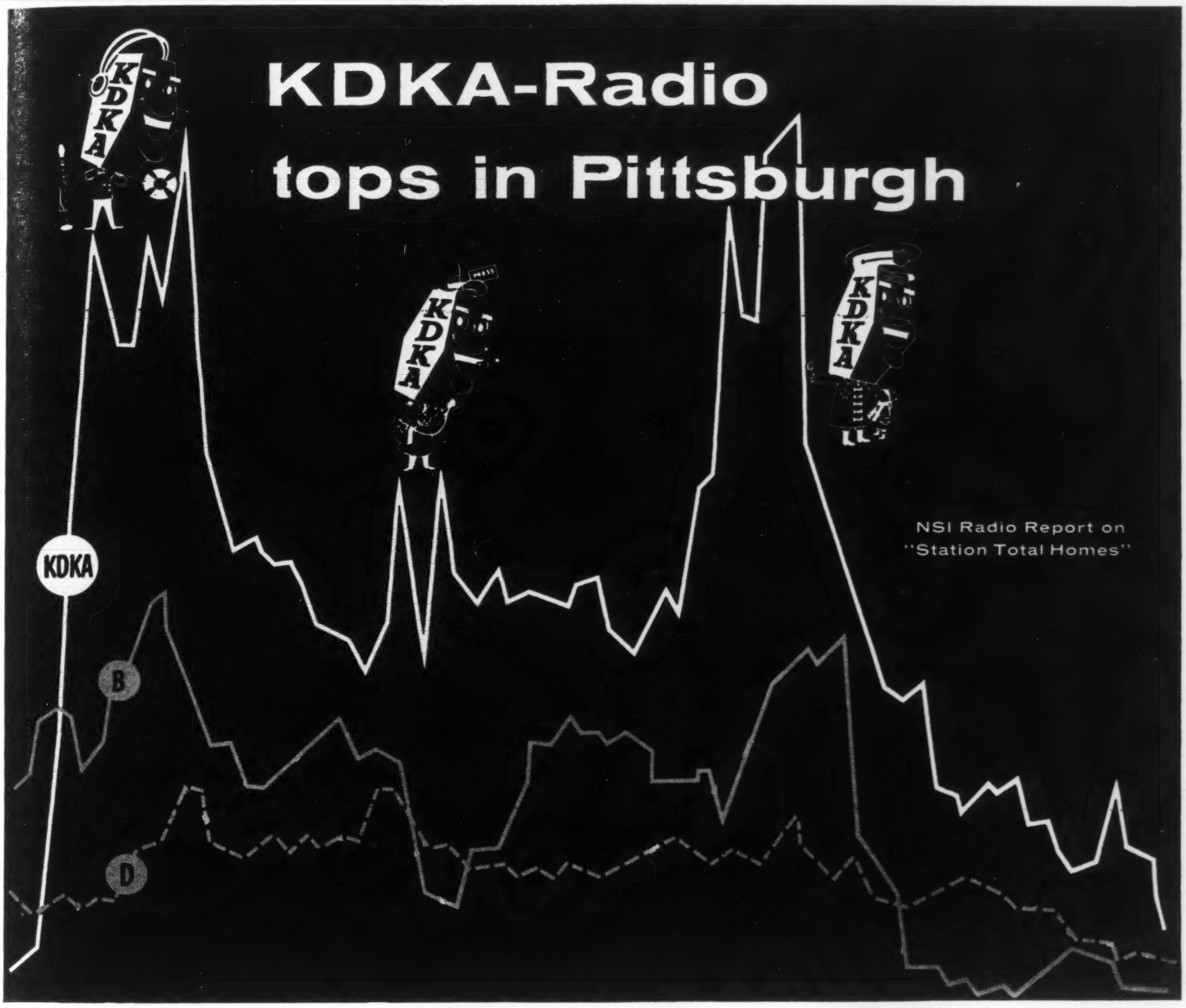
... THE NEW TELEPROMPTER MOD V*...

MOD V TELEPROMPTER EQUIPMENT....COMPLETELY NEW
EYE-LET SYNCHRONIZATION SYSTEM ... MASTER CONTROLS ... DUAL HAND CONTROLS...INDUSTRY CAMERA MOUNTS...GREATER FLEXIBILITY!

*Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON



LATEST NSI RADIO REPORT* SHOWS KDKA

. . . TOPS in the all important metropolitan area

. . . TOPS in the 8 county area

. . . TOPS in the total market area

GREATER PITTSBURGH PULSE* CONFIRMS

Latest Pulse Report shows KDKA the leader in 360 quarter hours a week, Monday-Friday, out of 360 surveyed.

What's putting KDKA way up there?

MUSIC— that's programmed the way people like it . . . not only *what* they want to hear, but *when* they're in the mood for it, around the clock.

NEWS— that's reported while it's happening—fast, prompt, complete on-the-scene coverage . . . from mobile units, beep phones, and wire services.

SERVICE— that's all-out . . . including complete weather round-ups, hourly . . . full traffic reports at peak hours . . . where to go . . . what to do . . . Community Bulletin Board . . . lots more selling-service features!

That BIG audience you want to reach is yours for the phoning. To check on availabilities, call Don Trageser, KDKA Sales Manager, EXpress 1-3000, in Pittsburgh. Or A. W. "Bink" Dannenbaum, WBC-V. P. Sales, MUrray Hill 7-0808, in New York.

W B C

In Pittsburgh, no selling campaign is complete without the WBC station—

KDKA 1020 Radio

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON**, WBZ+WBZA; **PITTSBURGH**, KDKA; **CLEVELAND**, KYW; **FORT WAYNE**, WOWO; **CHICAGO**, WIND; **PORTLAND**, KEX

TELEVISION—**BOSTON**, WBZ-TV; **PITTSBURGH**, KDKA-TV; **CLEVELAND**, KYW-TV; **SAN FRANCISCO**, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

*NOVEMBER, 1956

take

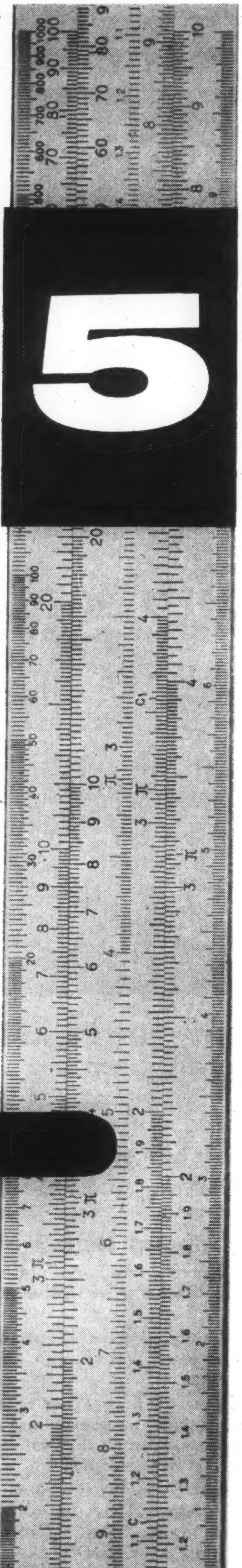
and get the whole
rich northern
Florida market, that
The PERRY STATIONS
cover as no
other media can . . .
completely, effectively,
and with apparent but
deceptive ease.

THE PERRY STATIONS

1	WJHP AM/FM/TV	Jacksonville
2	WCOA	Pensacola
3	WTMC	Ocala
4	WDLP	Panama City
5	WESH-TV	Daytona Beach

Radio Stations Represented By:
JOHN H. PERRY ASSOCIATES

TV Stations
REPRESENTED BY PETRY



Ford Foundation Ends Support of 'Omnibus'

THE FORD Foundation announced Tuesday that it would end its financial support of *Omnibus* after five years. The program will continue to be produced by Robert Saudek, director of the Tv-Radio Workshop of the Ford Foundation, as a commercial venture under the corporate name Robert Saudek Assoc.

Henry T. Heald, president of the Ford Foundation, explained that "when the Ford Foundation established the Tv-Radio Workshop, producer of the experimental television program, *Omnibus,* in 1951, the foundation believed that adult, cultural television of high caliber could compete successfully for a large and loyal audience on a standard television network."

The experiment, he said, has been successful and there is "no need for the foundation to continue in this area." He also said that the foundation had no specific television plans under consideration except for education television. Mr. Heald told a news conference in New York that "the foundation would be very much pleased to see the new venture succeed."

Mr. Saudek and the foundation are negotiating for the transfer of the *Omnibus* title, the library of motion picture films and the kinescopes of the shows for the past five years. When asked about specific terms of the transfer, Mr. Heald said there are "pracical problems still to be solved" but that they would work out a "reasonable agreement."

Mr. Saudek announced that his new associates in the firm will be Alistair Cooke, m.c. of *Omnibus;* Walter Kerr, drama critic of the *New York Herald Tribunte;* Henry May, art director of *Omnibus,* and members of the editorial and production staff.

Mr. Saudek said "the financial assistance thus far lent by the Ford Foundation to this venture has been of incalculable value to American television. Our intention is to secure and extend the principle for which *Omnibus* stands and to keep this tradition alive and growing."

He said that all three networks were in the discussion stage for the show. It will continue on ABC-TV, Sunday, 9-10:30 p.m. until March 31.

The foundation's expenditures through December 1956 total $8,512,109, of which $5,498,867 has been offset by sponsor income, leaving a net of $3,013,242 provided by the foundation.

In addition to producing *Omnibus,* Mr. Saudek said his new firm is also planning dramatic, musical and children's series.

NBC Radio Reports New Sales Of $300,000 in Net Billing

SALES representing nearly $300,000 in net billing were reported last week by William K. McDaniel, vice president of NBC Radio network sales. Four advertisers are involved.

Insurance Co. of North America, Philadelphia, ordered four participations weekly for 26 weeks in *Monitor* on Friday nights (new Friday night portion of program, 8:05-9:55 p.m. EST), through N. W. Ayer;

ANIMATE YOUR STATION

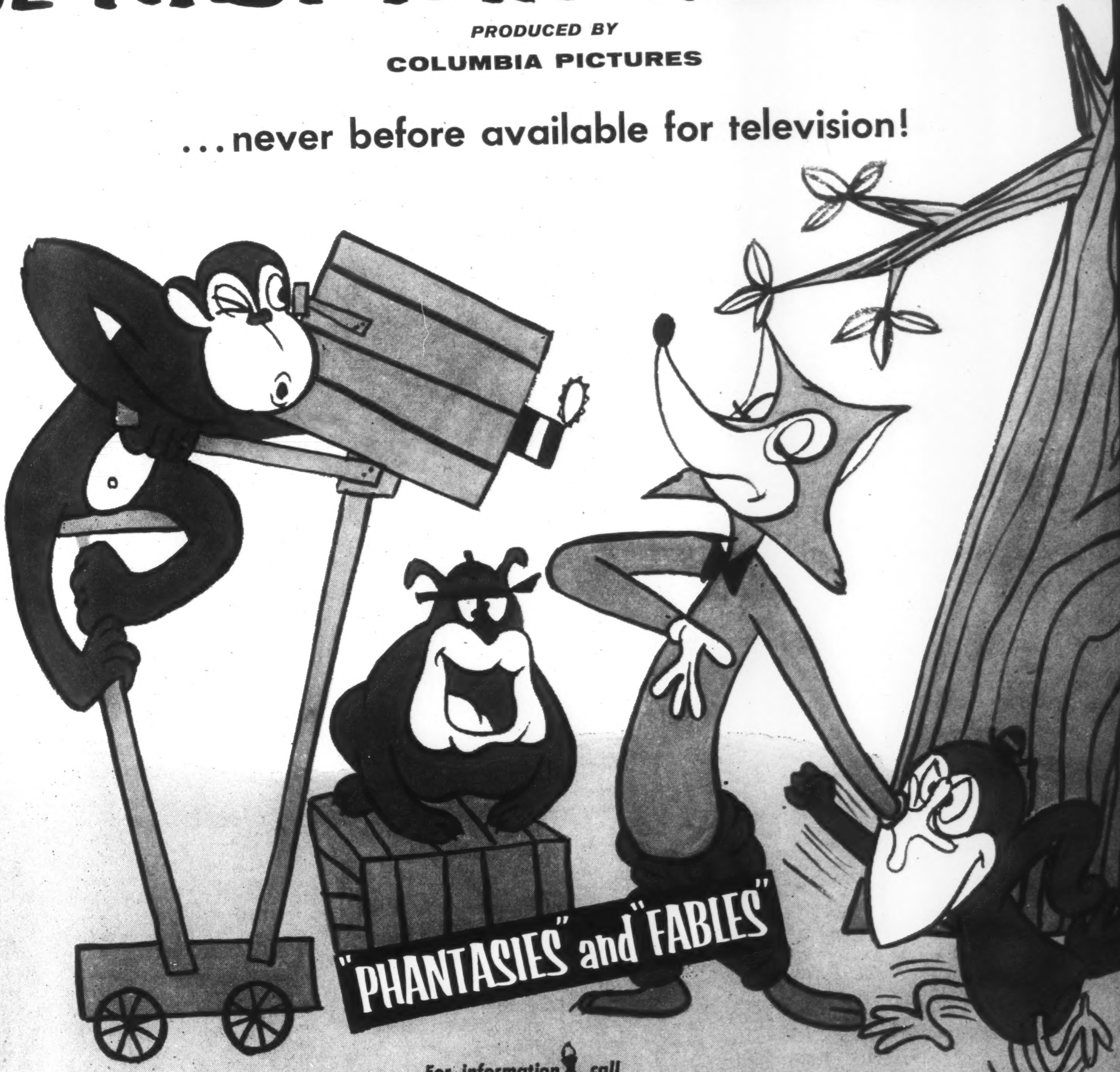
with these

52 FIRST RUN CARTOONS

PRODUCED BY

COLUMBIA PICTURES

...never before available for television!



For information call

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter S
Empire 3-409

'Montgomery' Seeks New Time As 'Crisis' Fills Monday Slot

A NEW mystery-melodrama series, probably to be called *Crisis,* is expected to be announced officially by NBC-TV this week as a Monday evening offering for next fall. It will occupy the 10-11 p.m. EST period, thus evicting *Robert Montgomery Presents,* a tenant in the 9:30-10:30 p.m. slot for the past seven years.

The new program also will extend NBC-TV's network service from 10:30 to 11 p.m. and place it directly against *Studio One* on CBS-TV. NBC-TV is combing its schedule for a new time period for the *Montgomery* show, which it hopes to retain in the program lineup [B•T, Feb. 18].

Crisis will be programmed on a 52-week basis (as was *Montgomery*). Ten programs will be produced on film by Alfred Hitchcock; another ten on film by Revue Productions, and 22 will be produced live and in color by MCA-TV and will originate in New York. Five of the Hitchcock products and five of the Revue series will be repeated in the 10-week summer period.

Mr. Hitchcock's pact with NBC-TV is not expected to affect his present film program series, *Alfred Hitchcock Presents,* seen on CBS-TV Sundays, 9:30-10 p.m. EST. Although he appears on that series, Mr. Hitchcock's associates largely produce it. He will not appear on the programs presented on NBC-TV, however, since his contract with CBS-TV does not permit it.

John Nesbitt's 'Telephone Time' Goes From CBS-TV to ABC-TV

NEW EVIDENCE of ABC-TV's strengthened competitive position was claimed Thursday by Oliver Treyz, vice president in charge of ABC-TV, with the announcement that the network had won AT&T's *Telephone Time* with John Nesbitt away from CBS-TV and will start the drama show April 4 or 11 for 52 weeks in the Thursday 10-10:30 p.m. period.

Announcement was made jointly with James E. Hanna, vice president in charge of radio-tv for N. W. Ayer & Son, agency for the sponsor. *Telephone Time* began last year on CBS-TV in the Sunday 6-6:30 p.m. spot.

KLFY-TV to Be CBS-TV Regular

KLFY-TV Lafayette, La., March 1 becomes the first station to graduate from CBS-TV's Extended Market Plan group to status as a regular affiliate; Herbert V. Akerberg, CBS tv station relations vice president, said that on that date KFLY-TV would become a primary supplementary affiliate. The ch. 10 station is headed by Paul H. DeClouett as president and Dierrell Hamm as general manager. CBS-TV's extended market plan, now in its second year, was designed to bring smaller market stations into the national commercial television picture. It now has 34 member stations.

Musicians Charge Collusion Between Petrillo, Employers

CHARGE that there is "complete collusion" between James C. Petrillo, president of the American Federation of Musicians, and employers of musicians in recording and motion picture industry "to deprive their employes of the fruits of their labors" was injected Thursday into the legal battle of a group of Hollywood musicians employed in those industries to halt payments into the music performance trust funds and to secure those fees for themselves.

Harold Fendler, counsel for the musicians, who are suing the AFM for more than $13 million in damages, made the collusion charge during argument before the California district court of appeals on an appeal from a decision of Judge John J. Ford of the Los Angeles superior court. He had denied them an injunction to prevent the companies from making further payments to the trust funds pending a trial on merits of the musicians' charges.

Judge Ford said his court had no jurisdiction, since one of the essential parties, Samuel R. Rosenbaum, trustee to whom the payments are made, is located in New York, outside the jurisdiction of a California court [B•T, Jan. 28]. The state appellate court agreed to hear argument on the matter of jurisdiction, meanwhile continuing in effect a temporary order restraining the employing companies from making the payments due the fund on Feb. 15 [B•T, Feb. 11].

Jaffe Resigns AFTRA Post To Pursue Outside Interests

HENRY JAFFE, national counsel for the American Federation of Television & Radio Artists for 20 years, submitted his resignation last week and the union's board of directors accepted with "extreme regret."

In his letter of resignation, Mr. Jaffe pointed out that he had attempted to resign as national counsel several times during the last two and a half years, but said he had remained in the post "at the insistence of the board." Mr. Jaffe said his decision was "final and irrevocable," explaining that he is about to enter "various production ventures in television and other entertainment fields and these activities, together with my responsibilities to my law practice, will make it impossible to serve you any longer." He asked the board to select a successor no later than the end of March. Mr. Jaffe last year resigned as counsel to the New York local of AFTRA.

Mr. Jaffe and his brother, Saul Jaffe, are partners in a New York law firm with clients in the entertainment field, and in Showcase Productions, which produces various dramatic shows. Several weeks ago the Jaffe brothers confirmed reports that they planned to dissolve their law partnership but said no decision had been reached about the disposition of their television properties, including *Goodyear-Alcoa Tv Playhouse* and *Producers' Showcase* on NBC-TV.

New Procedures Given At CBS Tv Film Meet

A NEW discount plan, a "basic" pricing formula, and a new type bookkeeping system were unveiled at the annual sales clinic of CBS Television Film Sales Inc. in New York last week [CLOSED CIRCUIT, Feb. 18].

At the same time, executives of the CBS film syndication unit, underscored a business climb in terms of a 20% rise last year, an expected 20% increase over that mark this year, and a still further 20% rise next year.

The film sales organization has decided to offer its six shows in package form. The six: *Amos 'n' Andy; Files of Jeffrey Jones; Gene Autry; The Range Rider; The Whistler,* and *Life With Father.* Stations which program six episodes of one of the shows each week or one-half hour of each of the six shows weekly, can earn a maximum discount of 50%. Other combinations of less than six but run on a strip basis instead of once a week will earn discounts on a sliding scale up to the 50% maximum.

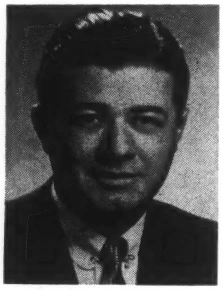
A new basic pricing formula has been developed for every market in the country for each of CBS Television Film Sales' shows, the clinic disclosed. The pricing for each of the film shows is based on the number of tv sets in each market in relation to the total number of sets in the country.

The salesmen also learned of the new bookkeeping plan that will be provided for clients, giving agencies only one bill that will consolidate time and talent.

The CBS film unit has two new shows ready for syndication, with pilots to be released within a week. It has an additional four shows ready to go into production.

Television Programs of America Combines Central, Chicago Units

CENTRAL and Chicago divisions of Television Programs of America, New York, have been consolidated into one unit, the Central division (also located in Chicago) under the supervision of Walt Plant, it was announced last week by Michael M. Sillerman, executive vice president of TPA.



MR. PLANT

Mr. Plant, who has been with TPA since January 1956 and has been serving as Central Division manager, has been named administrative executive in charge of the new unit, reporting to Bruce Eells, vice president for the western division. Mr. Eells is responsible for all TPA sales activities west of Ohio, and makes his headquarters in Chicago in April, May, August, and September of each year.

TPA last week also announced it has been named world-wide sales and distribution representative for *The Lone Ranger* tv film series in all countries except the U. S., Canada and England.

Nielsen Coverage Service No. 2 survey shows

. . . that WSB-Radio delivers more audience than any other radio station or established combination of radio stations in Georgia.

This dominance exists not only in WSB-Radio's total coverage area, but also in the 60-county Atlanta retail trading area, in the 27-county Nielsen NSI area, and in the 4-county Atlanta Metropolitan area.

Ask your Petry man to show you all the facts.

WSB radio

The Voice of the South/Atlanta

"White Columns" is the home of WSB Radio and WSB-TV

NBC affiliate. Affiliated with The Atlanta Journal and Constitution

MANAGEMENT - ENGINEERS—THE ANSWER TO

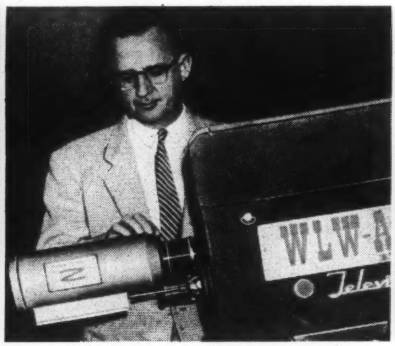
140 Studio ZOOMARS used by statio
35 *Universal* ZOOMARS used by network

SPEED: F:3/9 • ZOOM RANGE: 2½ TO 16 INCHES
WEIGHT: TEN POUNDS • LENGTH: FOURTEEN INCHES
THIS LENS DOES *NOT* TIE UP A CAMERA.
CONVERTS TO ALL AMERICAN ORTHICON CAMERAS
COLOR BALANCED & CORRECTED, MONOCHROME, COLOR
MOUNTED OR REMOVED IN LESS THAN A MINUTE

Superior... because they are faster, lighter, and more flexible—used everywhere on most important local and network television productions and commercials

WRCA-TV 4
NBC

Mel Allen, famous sports announcer, covers the World Series with Universal Zoomar.



Harvey J. Aderbold, Chief Engineer, WLW-A, Atlanta, Georgia, the first station to take delivery on a UNIVERSAL ZOOMAR.

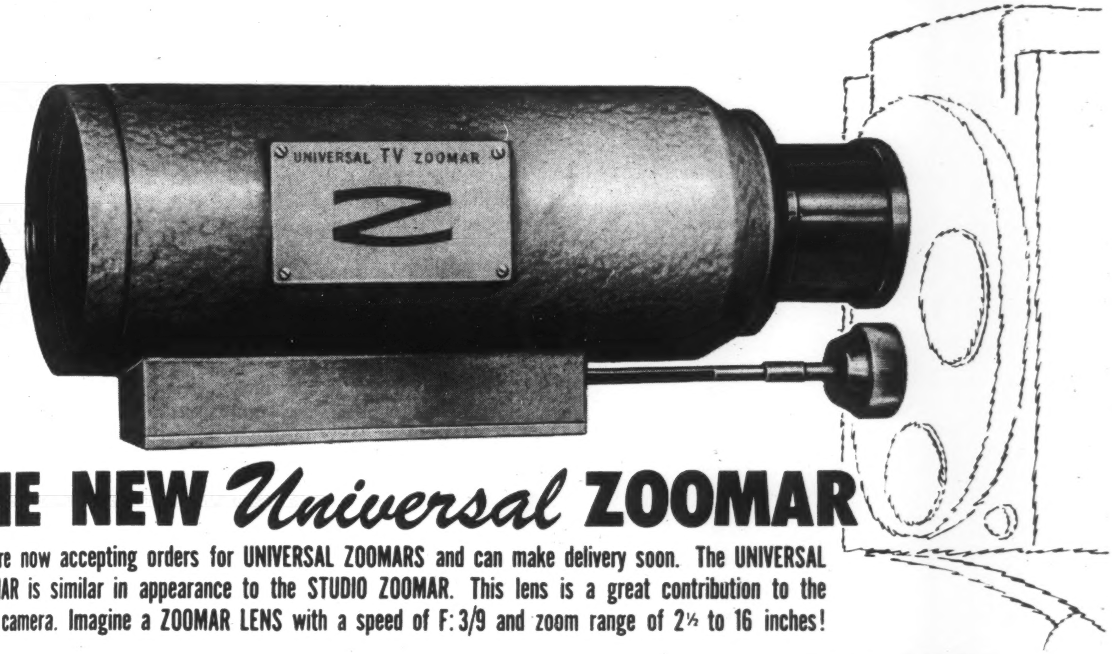
Lionel Wittenberg and Dr. Frank G. Back, ventor of the STUDIO ZOOMAR and U VERSAL ZOOMAR LENSES, at Sta WISN-TV, Milwaukee.

USERS of UNIVERSAL ZOOMAR

WLW-T, Cincinnati, Ohio	Howard Lepple
WISN-TV, Milwaukee, Wisc.	Lionel Wittenburg
WITN, Washington, N. C.	Hal Wilson
NBC	New York
WLW-A, Atlanta, Ga.	Harvey Aderhold
WCPO-TV, Cincinnati, Ohio	Paul Adams
WWLP, Springfield, Mass.	Donald Shaw
NBC	New York
KUTV, Salt Lake City, Utah	Herbert Holtshauser
NBC, New York	Dick Aimone
Board of Education, Hato Rey, P. R.	Don Rafael Delgado Marquez
NBC, New York	James Glenn
Radio Belgrano, Buenos Aires, Argentina	Max Koelble
WPIX, New York	Otis Freeman
KSTP, St. Paul, Minn.	William Sadler
WTMJ, Milwaukee, Wisc.	Phil Laeser
WHO, Des Moines, Iowa	Reed Snyder
WHCT, Hartford, Conn.	Rogers
CBS	New
WCKT, Miami, Fla.	M. C. Sc
WRAL	Raleigh,
NBC	New
WBBM, Chicago, Ill.	
NBC	New
WSLS, Roanoke, Va.	George Ch

CAMERA OPERATION, IMPROVES PICTURE, REDUCES COSTS!

verywhere for monochrome and color ndependent stations—studio and remote



THE NEW *Universal* ZOOMAR

We are now accepting orders for UNIVERSAL ZOOMARS and can make delivery soon. The UNIVERSAL ZOOMAR is similar in appearance to the STUDIO ZOOMAR. This lens is a great contribution to the color camera. Imagine a ZOOMAR LENS with a speed of F:3/9 and zoom range of 2½ to 16 inches!

You have seen its studio use on leading network participation ows where they pan and zoom from stage to audience. It has eed and range for any show where only one camera is used, h as church services, boxing, wrestling, bullfights, bowling, etc.

RVEY J. ADERHOLD, CHIEF ENGINEER, WLW-A, ATLANTA, writes

for night baseball, it's just wonderful. We are able to carry over thirds of the action on the camera that is equipped with the IVERSAL ZOOMAR LENS. It is easy to handle and gets wonderful pic- s under various lighting conditions.

NEL WITTENBERG, CHIEF ENGINEER OF WISN-TV, MILWAUKEE, writes:

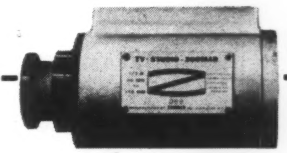
'e have used it for both night and day baseball games with good ess. It is the first lens of its type that has been satisfactory for night es in the Braves ball park. We have used the lens for wrestling and ling remotes where we were working with extremely low light levels. to the present we have been able to produce good pictures with our OMAR LENS in any installation where they were obtainable with ndard lenses."

L WILSON, DIRECTOR OF OPERATIONS, WITN, WASHINGTON, RTH CAROLINA:

e find its effectiveness equal for both indoor and outdoor work. Per- ally, I sometimes wonder how we got along without it in the past."

WARD LEPPLE, CHIEF ENGINEER, WLW-T, CINCINNATI:

's the finest lens we have."



STUDIO ZOOMAR

More than 140 STUDIO ZOOMARS are now used by television stations in the United States, all Italian Government television stations, all Canadian Broadcasting Company stations, all stations in Japan, also stations in the Philippines, Mexico, Cuba, Venezuela, and Puerto Rico.

- STUDIO ZOOMAR zooms from 2½ to 7 inches.
- Speed of F:2/8.
- Twelve inches long.
- Weight six pounds.
- Color balanced and corrected.
- Suitable for both monochrome and color.
- Can be removed from camera to camera in less than a minute.
- No camera need be tied up with the STUDIO ZOOMAR LENS.
- THIS IS THE ACCEPTED LENS FOR COLOR.

Stations with color everywhere acclaim the STUDIO ZOOMAR because of its light weight, speed, and flexibility. Stations with the STUDIO ZOOMAR say it pays for itself many times over each year.

RCA, GE, or Du Mont sell Zoomars
For demonstration and further information, contact
JACK A. PEGLER, President

TELEVISION ZOOMAR CORPORATION

500 Fifth Avenue, New York 36, New York • BR 9-5835

Screen Gems Forms Another Sales Area

ESTABLISHMENT by Screen Gems of a new fifth regional sales area covering the north central region and the appointment of Stanley Duddleson as manager were announced last week by Jerry Hyams, director of syndication for the firm.

Mr. Duddleson who will headquarter in Detront, formerly was midwestern regional sales manager for Hygo. With this additional region, Screen Gems now has five sales areas within the U. S.

The appointment was disclosed after the first syndicated sales convention of SG since the acquisition of the Hygo-Unity product last December. The convention was held in New York in two parts—Feb. 5-Feb. 9 for sales representatives of eastern, north central and midwestern areas and Feb. 12-15 for representatives from southern and western areas. Sales, advertising and promotion plans for Hygo-Unity were outlined.

Mr. Hyams also announced that Pat Rastall, formerly with ABC-TV Film Syndication, has been named a sales representative for SG in the midwestern area, and will operate out of the Chicago office under Henry Gillespie, midwestern area sales manager.

WBKB (TV) Claims Film Record

WHAT is described as "the biggest sponsor sale of a film package to any retail advertiser in America" was announced Tuesday by Sterling C. Quinlan, ABC vice president in charge of WBKB (TV) Chicago. The purchase was that of 87 20th Century-Fox film classics on WBKB by Courtesy Ford Motors, that city, for an estimated $750,000. It was negotiated with Jim Moran, president of the auto firm and traditional heavy tv film buyer.

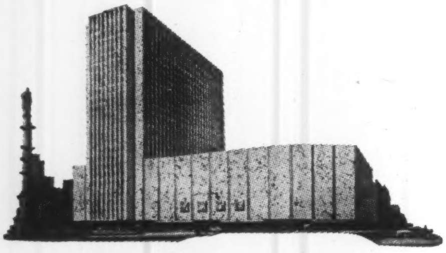
'Hawkeye' Goes Over $1.6 Million

TOTAL gross billings on *Hawkeye and The Last of the Mohicans* tv film series have exceeded the $1.6 million mark, it will be announced today (Monday) by Michael M. Sillerman, executive vice president of Television Programs of America. TPA has sold the program in 74 U. S. markets and to Incorporated Television Programmes of London for Britain and Australia. In addition, CBC, which is co-producing the series with TPA, will present it in both English and French versions.

FILM PEOPLE

Richard A. Harper, operations director, MGM-TV, television subsidiary of Metro-Goldwyn-Mayer (Loew's Inc.), named general sales manager and is succeeded by **Sol Schrieber,** Loew's theatrical distribution department.

Marguerit Tazelaar, formerly with publicity department of DuMont Bcstg. Corp. and movie critic-feature writer on *New York Herald Tribune,* to Associated Artists Productions, N. Y., as press contact for trade and other publications.



sesac

PAUL HEINECKE, President

LICENSING THE PERFORMANCE,
MECHANICAL OR SYNCHRONIZATION RIGHTS IN
"THE BEST MUSIC IN AMERICA"
TO THE ENTIRE ENTERTAINMENT INDUSTRY,
RADIO, TELEVISION, MOTION PICTURE,
TRANSCRIPTION AND PHONOGRAPH RECORD COMPANIES,
THEATRES, CONCERT HALLS, HOTELS, ETC., WITH
A REPERTORY OF DISTINCTION

OUR 26TH YEAR

PRODUCERS OF THE FAMOUS
SESAC TRANSCRIBED LIBRARY

THE COLISEUM TOWER
10 COLUMBUS CIRCLE
NEW YORK 19, N. Y.

Educational Tv Project Initiated For Alabama's Public Schools

BBOADENING of the existing curriculum of the public school system, television instruction in areas of serious teacher shortages and in-service training for teachers to help improve their teaching skills are the highlights of a new joint project designed to improve educational opportunities in Alabama through the use of educational tv.

Five institutions and agencies are cooperating with Alabama's public schools in conducting the project, financed by a $72,000 grant to the U. of Alabama from the Fund for the Advancement of Education, said James H. Newman, the university's interim president. The FEA grant will be matched by existing Alabama educational tv funds, he said. The program will cover a three-year period.

State groups cooperating in the project are the U. of Alabama, Alabama Polytechnic Institute (Auburn), the State Dept. of Education, the Alabama Educational Television Commission, and the Birmingham Educational TV Production Center.

The first public school tv series will be done in the natural science subjects at each of the state's three production centers.

All programs produced at each center will be televised simultaneously on the three channels of the Alabama Educational Tv Network: ch. 10 WBIQ (TV) Birmingham; ch. 7 WTIQ (TV) Munford, and ch. 2 WAIQ (TV) Andalusia.

Television Seen as Teaching Aid, No Answer to Teacher Shortage

EDUCATIONAL tv may serve as a teaching aid but it will never "solve the teacher shortage," a New Jersey educator declared in Chicago Feb. 15.

E. De Alton Partridge, president of New Jersey State Teachers College, Montclair, N. J., told a tv subcommittee of the American Assn. of Colleges for Teacher Education, of which he is chairman, that references to eliminations of instructors' positions are "creating insecurity among teachers."

Mr. Partridge expressed belief that "pure tv teaching" can't be done because "education doesn't take place that way" and argued that attention should be devoted on how tv can improve teaching, "not take over the job."

Notre Dame U. Plans Workshops

TECHNIQUES of "planning and writing school radio and television scripts" will be explored during the first of two writing workshops at the U. of Notre Dame June 24-July 12, the school has announced. Sessions are designed primarily for high school and college instructors who number school publication, publicity and promotion among their chores, in addition to their teaching.

Other workshops are intended for instructors who wish to develop their own creativity and stimulate greater interest in writing among their students. Writing for school papers and yearbooks, fiction and poetry are among other subjects to be covered. Article-writing will be explored in the second workshop starting July 15.

WMCT
MEMPHIS
THE TV AREA STATION
SIKESTON
MAYFIELD
MO.
KY.
BLUF
DYE RG
NEWPORT
JACKSON
ARK.
TENN.
WMCT
CHANNEL 5
MEMPHIS
FOREST CITY
ALA.
MISS.
TUPELO
GREENVILLE

In the all important field of **coverage, WMCT** is a resounding **first!** According to recent coverage figures, WMCT reaches 9.5% more TV homes than Station B, and 17.67% more than Station C.

Because WMCT reaches more TV homes over a greater area, your station time on WMCT costs less on a per thousand basis, the real barometer in evaluating TV advertising costs!

Your best TV buys in Memphis will be found on WMCT—the **area station** for coverage and results.

TOP RATED MORNING PROGRAM
"Today" with a top rating of 15.2.

TOP RATED AFTERNOON PROGRAM
"Queen for a Day" with a top rating of 17.5.

TOP RATED AFTERNOON MOVIE
The "First Show" with a cumulative rating of 26.3 (Forty-one-county cumulative rating 31.9)

TOP RATED NIGHT-TIME MOVIE
"Academy Award Theatre" with a top rating of 14.7.

TOP RATED CHILDREN'S SHOW
"Playhouse" with a cumulative Monday thru Friday rating of 13.9.

FOR BEST
RESULTS IN MEMPHIS
TAKE
5

SOURCE:—
Nov. 1956 Memphis & Shelby County ARB.

SOURCE:—
Nov. 1956 The Memphis Area 41-County ARB.

WMCT MEMPHIS *Channel* **5**

WMC—WMCF—WMCT MEMPHIS' FIRST TV STATION

100,000 WATTS • NBC BASIC

National Representatives Blair-TV | Owned and operated by THE COMMERCIAL APPEAL

FREEDOMS AWARDS ANNOUNCED, WTVJ (TV), NBC TAKE TOP HONORS

TWENTY-NINE stations, networks and sponsors were named for radio and television awards by the Freedoms Foundation at Valley Forge, Pa., last Friday. Broadcast representatives also took prizes in other categories of the annual program recognizing "outstanding efforts to improve public understanding and appreciation of the basic constitutional rights and freedoms inherent in the American way of life. . . ."

WTVJ (TV) Miami, Fla., took the top television award for *Listen to the People,* a public service program for Independence Day. NBC, for *Threescore and Five,* radio public service series on the country's senior citizens, received the top radio award. In addition NBC was named for a distinguished service award, given to winners in at least six of the foundation's eight annual programs.

Other television winners (* denotes distinguished service citation):

SERIES TELECASTS

WBKB (TV) Chicago, Ill., for *Father Rigney Speaks,* public service, featuring a missionary priest relating his experience as a prisoner behing the Bamboo Curtain.

WBZ-TV Boston, for *History for Small Fry*—a public service series teaching history to young people.

WFIL-TV Philadelphia, for *Benjamin Franklin—The Compleat Man,* a public service series.

SINGLE BROADCASTS

Campbell Soup Co., Camden, N. J., for "Local Election" program on *Lassie* series on CBS—the story of how one family learned the importance of voting.

The Christophers, New York, for "Knock On Every Door" program on various stations—a dramatic presentation showing how citizens work in local elections.

CBS New York, for "The History of American Political Parties" program on *Bandwagon '56.*

* E. I. DuPont de Nemours Co., Wilmington, Del., for "The Boy Who Walked to America" on the *DuPont Cavalcade Theatre* on ABC, about a Korean immigrant.

Firestone Tire & Rubber Co., Akron, Ohio, for "Springtime, U. S. A." on the *Firestone Hour* on ABC, a salute to America's heritage of freedom.

* General Motors Corp., Detroit, for "Birth of an American" on NBC's *Wide Wide World.*

* NBC, for "The Bill of Rights" on *Open Mind,* panel discussion.

WTOP-TV Washington, D. C., for "The Blessings of Liberty" public service program showing government in action in the national capital.

Other radio winners:

SERIES BROADCASTS

* ABC New York, in cooperation with American Red Cross, Washington, D. C., for *Disaster,* a public service series.

Industrial Information Institutes Inc., Youngstown, Ohio, for *Tales of the Mahoning & Shenango Valleys,* success stories of local citizens carried over WHHH Warren, Ohio; WPIC Sharon, Pa.; WFAH Alliance, Ohio; WFMJ, WKBN and WBBW, all Youngstown, Ohio.

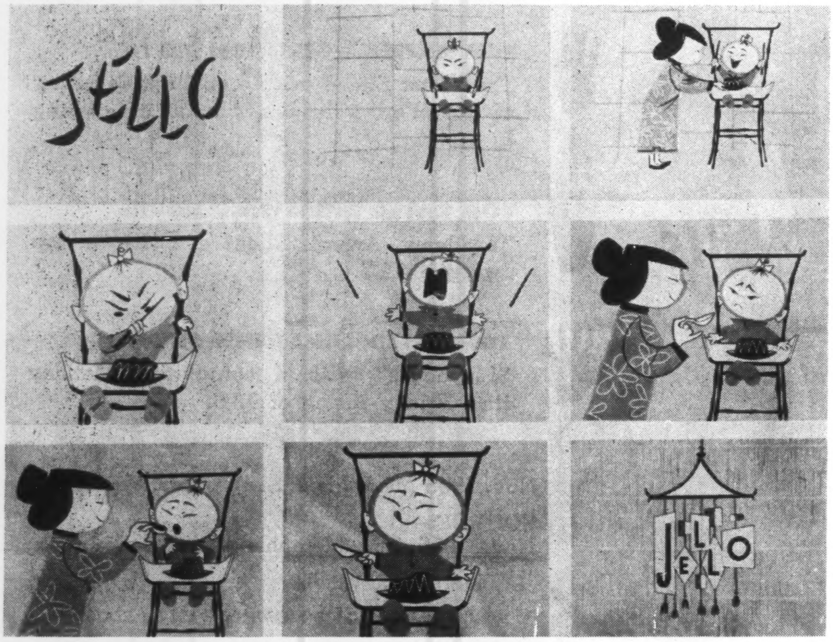
KDKA Pittsburgh, for *Allegheny Roundtable,* a series focusing attention on the problems and achievements of the community.

WHEC Rochester, N. Y., for *Youth Asks the Question,* a public service series where young people pose questions on municipal government.

WOWO Fort Wayne, Ind., for *Freedom Day Broadcasting,* a day-long program of freedom messages on Columbus Day, 1956, integrating patriotic material into practically every scheduled program for that date.

Standard Oil Co. of California, San Francisco, for *Standard School Broadcast,* a weekly series emphasizing in words and

PATIN WINS ART DIRECTORS AWARD



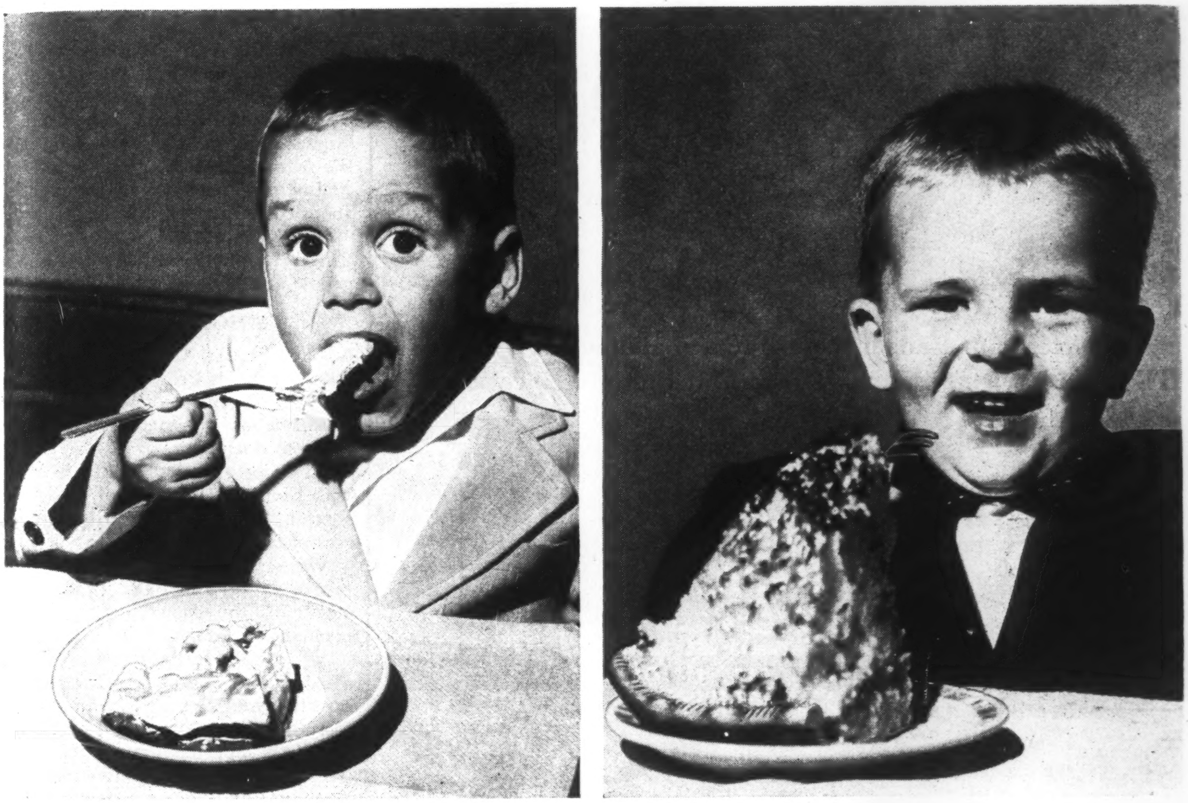
THIS is the animated cartoon by Ray Patin Productions for Jell-O.

RAY PATIN Productions, Hollywood, last Thursday received the medal award of the Art Directors Club of Los Angeles for having produced the best television commercial of 1956 in the west coast area. The award was given for the firm's animated cartoon for Jell-O, product of General Foods Co. Campaign was placed through Young & Rubicam. Jack Sidebotham and Ken Campion were the art directors on the tv commercial and Richard Van Benthem the artist.

Presentation was made Thursday, preceding the 12th annual West Coast Exhibition of Advertising and Editorial Art which opens next Wednesday in Los Angeles under the sponsorship of the Art Directors Club.

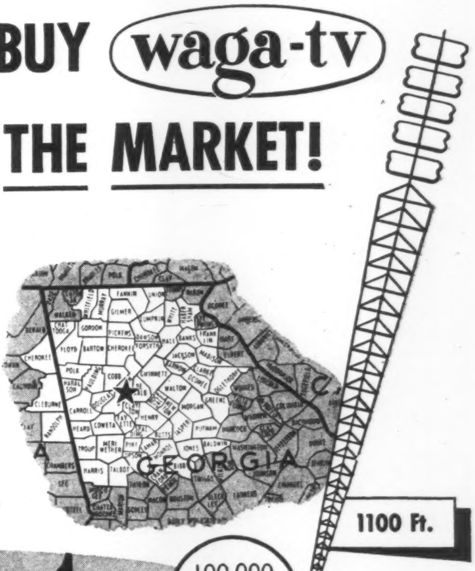
Top honors at the dinner went to Robert Wheeler, art director of Young & Rubicam, who won two medals, one for designing the best publication ad and one for planning and supervising the best photograph. Other medals went to Douglas Crockwell and Michael Such for the best painting, Max Yavno, best photograph, Bill Hyde, Lowell Herrero and John Flack, outdoor poster and Saul Bass, design direct mail piece.

Certificates of distinctive merit were awarded for outstanding art work in a number of categories, including two for tv commercials. Animation Inc., Hollywood, won a certificate for its black-and-white animated commercials for Kroger Co., placed through Campbell-Mithun Inc. [B•T, Feb. 11]. Art directors were Cleo Hovel and Earl Klein and artists were Ed Barge and Ron Naidenberg. Certificate for color film commercials went to T.V. Spots Inc., Hollywood, for its commercials for Standard Oil of New Jersey, placed through McCann-Erickson. Art directors for these spots were Norm Gottfredson and Paul Sommer; artists were George Cannatta and Bob Bemiller.



WHEN YOU BUY ATLANTA...BUY waga-tv AND GET A BIGGER SLICE OF THE MARKET!

Most national advertisers consider Atlanta a "must" market. The question is how best to cover the market. The answer is: compared with the other two stations in Atlanta, WAGA-TV reaches 17 to 22% more people with 14 to 16% more spendable income. Why? Taller tower, maximum power, top local and CBS-TV programing. Proof: consistent top ratings by both Pulse and ARB. Get the facts from our reps.



TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by
THE KATZ AGENCY, Inc.

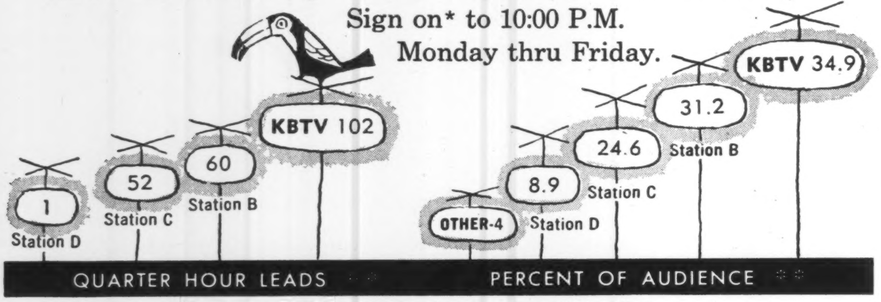
STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

any way you look at it...

KBTV
first in DENVER

Quarter hour leads or percentage of audience...
KBTV is No. 1 during the most important time classification—
Sign on* to 10:00 P.M.
Monday thru Friday.

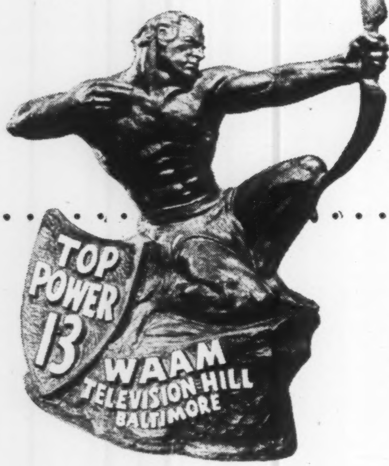


Represented by Peters, Griffin, Woodward, Inc.

*10:30 A.M.
**Jan. 1957 ARB

channel 9 KBTV
John C. Mullins, President
Joe Herold, Station Manager
1089 Bannock
Dial TAbor 5-6386

SYMBOL OF TELEVISION SERVICE IN BALTIMORE
MARYLAND



316,000 WATTS

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York, Chicago, San Francisco

WAAM-13

music the heritage of people living in freedom.

Troop Information & Education Div., Dept. of the Army, Washington, D. C., for *The Army Hour Series,* the story of America in words and music.

Youngstown Sheet & Tube Co., Ohio, for inspirational messages on Don Gardner's *World of Sports* program, devoting regular commercial time to educational messages about the American system.

WJAG Norfolk, Neb., for *Tomorrow's Citizens,* a public service series about young people and their responsibilities.

SINGLE BROADCASTS

Allen-Bradley Co., Milwaukee, for "Bob Siegrist's News Program of July 4, 1956"—an analysis of the Declaration of Independence as our nation's most important freedom document.

KFI Los Angeles, Calif., in cooperation with Fremont High School, Los Angeles, for special "Memorial Day Program" on *Young America Sings* series.

WCAU Philadelphia, for *As I See It* broadcast of June 18, 1956, relating the story of the "new look" in America's economy.

WCNR Bloomsburg, Pa., for "The Other Washington", a documentary program based on the life of George Washington at Mount Vernon.

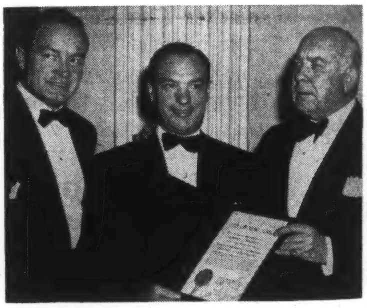
WJAN Spartanburg, S. C., for "I Am Thirty," a musical narrative emphasizing the freedom concepts important to young men who have preserved America's freedom during wars.

WKOX Framingham, Mass., for *Re-dedication of Concord Bridge,* a narrative relating the historic importance of America's pioneer patriots.

WLOA Braddock, Pa., for *The House You Live In* broadcast, discussing the fundamentals of the American way of life.

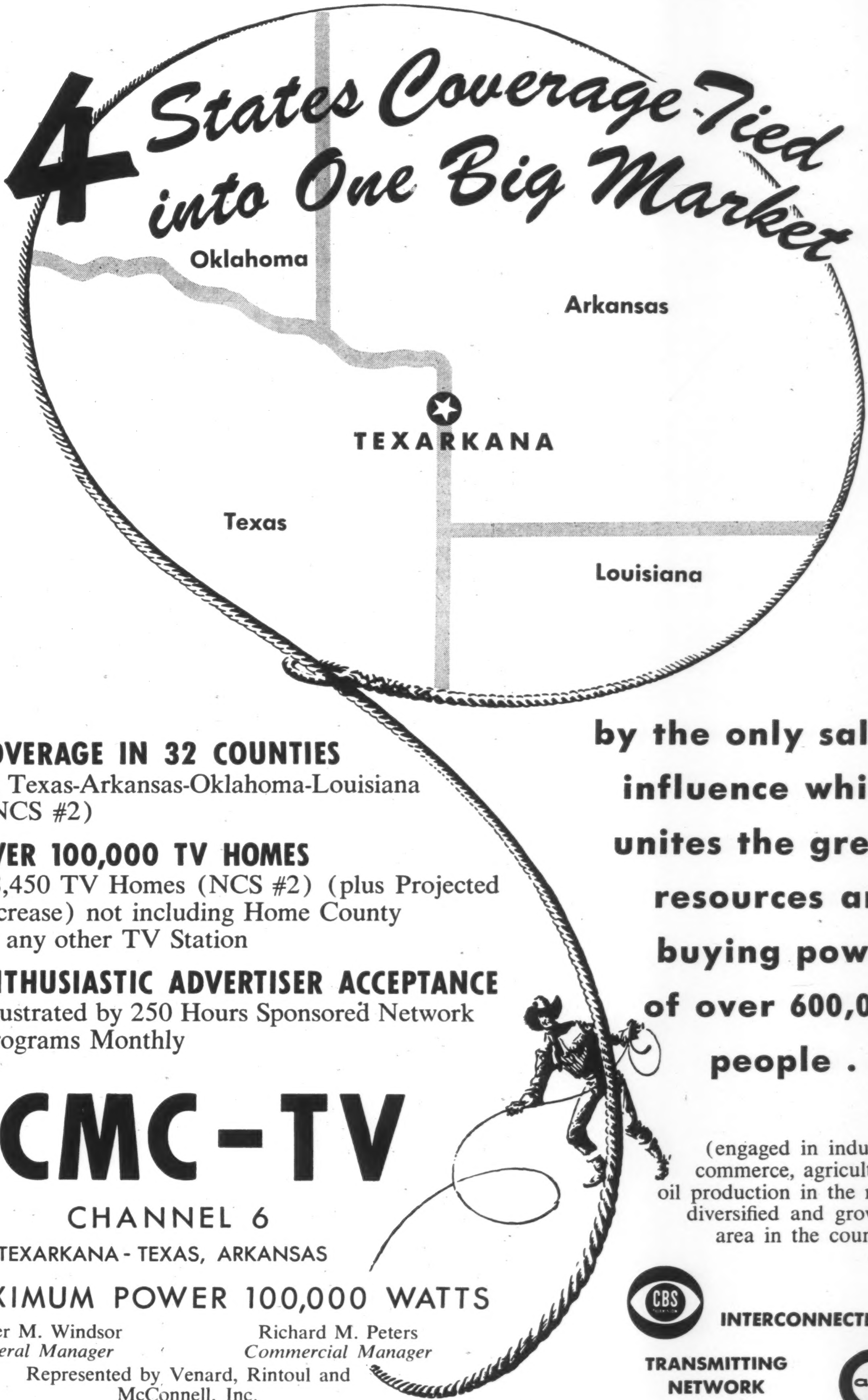
Cited for awards in the "miscellaneous spiritual values" category were:

ABC, in cooperation with the National



LEONARD H. GOLDENSON, president of AB-PT, last Monday was presented with the Humanitarian Award of the March of Dimes for his "long-time devotion to human welfare activities" during a testimonial dinner at the Waldorf-Astoria Hotel in New York. L to r: Bob Hope, Mr. Goldenson, and Spyros P. Skouras, president of 20th Century-Fox.

4 States Coverage Tied into One Big Market



- **COVERAGE IN 32 COUNTIES**
  In Texas-Arkansas-Oklahoma-Louisiana (NCS #2)
- **OVER 100,000 TV HOMES**
  88,450 TV Homes (NCS #2) (plus Projected increase) not including Home County of any other TV Station
- **ENTHUSIASTIC ADVERTISER ACCEPTANCE**
  Illustrated by 250 Hours Sponsored Network Programs Monthly

by the only sales influence which unites the great resources and buying power of over 600,000 people . . .

(engaged in industry, commerce, agriculture, oil production in the most diversified and growing area in the country.)

KCMC-TV

CHANNEL 6

TEXARKANA - TEXAS, ARKANSAS

MAXIMUM POWER 100,000 WATTS

Walter M. Windsor
General Manager

Richard M. Peters
Commercial Manager

Represented by Venard, Rintoul and McConnell, Inc.

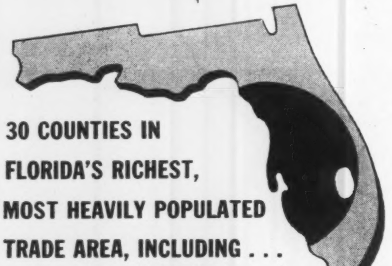
CBS **INTERCONNECTED**

TRANSMITTING NETWORK COLOR

abc

Use
WFLA-TV
to make hay where
the sun shines!

Only the sun covers more
of Florida than WFLA-TV!



30 COUNTIES IN
FLORIDA'S RICHEST,
MOST HEAVILY POPULATED
TRADE AREA, INCLUDING . . .
FLORIDA'S 2nd MARKET

WFLA-TV blankets the fast-growing Tampa-St. Petersburg area, where far-sighted industrialists are investing billions of dollars in new plants and expanded facilities. The Tampa-St. Petersburg Metropolitan area is now Florida's 2nd and the nation's 36th retail market!

But that's not all! WFLA-TV delivers a 30-county industrial-agricultural area where more than 1¼ million people, owning 330,000 TV sets, spend over $1¼ Billion in retail stores annually.

Consult your BLAIR-TV man for top-rated availabilities on this sales powerhouse of Florida's West Coast — where steady year 'round buying power is supplemented by millions of tourist dollars!

(Figures from SM Survey of Buying Power—1956)

wfla-tv channel 8
TAMPA-ST. PETERSBURG
NBC Basic INTERCONNECTED
NBC

National Representative — BLAIR-TV

PRESENTING a National Exchange Club plaque to John B. Poor (r), Mutual Network president, for MBS' efforts during the 1957 National Crime Prevention Week is J. Benjamin Brick of Atlantic City, N. J., Exchange Club past president. This is the third successive year that Mutual has received an honor from the Exchange Club for its dramatic program impact to fight lawlessness. MBS prepared station-break spots outlining how motorists are the "biggest law breakers in the land."

Council of Churches, New York, for the radio program, *The Stranger Who Stayed,* religious series.

Calvary Presbyterian Church, Cleveland, for *Religion That Works,* on WGAR Cleveland, emphasizing religious traditions of America.

CBS, for *Church of the Air,* weekly series presenting tenets and inspiration of all faiths.

Dr. James W. Fifield, Jr., Los Angeles, for "The Lighted Window," on various stations, a sermon on film relating basic concepts of the American way of life.

Lutheran Church Missouri Synod; Lutheran Tv Productions, St. Louis, for *This Is the Life* series on various stations, emphasizing in dramatic form the spiritual value of the American way of life.

NBC in cooperation with National Council of Churches of Christ in the U. S. A., National Council of Catholic Men and Jewish Theological Seminary of America, for *Frontiers of Faith,* public service series on issues important to citizens in evaluating the American way of life.

Spiritual Mobilization, Los Angeles, for *The Freedom Story,* weekly radio series on the religious approach to problems of individual, family and group living, and answering them in the American way.

WCAU-TV Philadelphia, for "Bless This House", public service program on religion in American life.

WGN-AM-TV Chicago, for *Faith of Our Fathers,* radio and tv public service series featuring churches of all faiths.

In the advertising class, Storer Broadcasting Co., multiple station owner, again won an award for its trade advertising series on American landmarks. This series was cited last year [B•T, Feb. 27, 1956].

The U. of Texas, Austin, won an award in the campus class for the radio-tv programs, *Come to the Party—Any Party,* written and staffed by faculty and students as a contribution toward an enlightened vote. The programs were simulcast over KTBC-AM-TV Austin.

Freedoms Foundation is a non-profit organization which is supported by public subscription. A jury composed of state supreme court jurists and heads of national patriotic, service and veteran organizations selected the award winners. Dr. Kenneth D. Wells, foundation president, announced the awards at special George Washington's birthday ceremonies.

14 RADIO-TV AWARDS CONFERRED BY NCCJ

FOURTEEN radio and television programs were announced last Thursday as recipients of National Brotherhood Media Awards for "outstanding contributions to the cause of brotherhood" during 1956.

Three others were chosen to receive certificates of recognition for advancement of brotherhood.

The awards, which this year totaled 25 in all media, are presented annually by the National Conference of Christians and Jews during Brotherhood Week. They encompass such fields as cartoons, articles, editorials, books and motion pictures as well as radio-tv.

The award winners in broadcasting:

Radio—WJAN Spartanburg, S. C., for its *Everything About It Is Appealing* disc jockey program; WNYC New York for "numerous programs in the cause of brotherhood and mutual understanding"; KNX Hollywood for its *Minority Report* series; ABC for *The Lonely Albalonian* program; and WBNS Columbus, Ohio, for its *Lighthouse* series.

Television—*U. S. Steel Hour's* "Noon on Doomsday" on CBS-TV; *Medical Horizons* on ABC-TV; *Kukla, Fran & Ollie's* 1956 Brotherhood Week salute on ABC-TV; the Dean Pike program's "What's Happening in This Country Now?" on ABC-TV; *Alcoa Hour's* "Tragedy in a Temporary Town" on NBC-TV; *Telephone Time's* "The Man With the Beard" on CBS-TV; *Frontiers of Faith's* "The Gift" on NBC-TV; *The Open Mind* series on WRCA-TV New York; and *See It Now's* "Report From Africa" on CBS-TV.

Broadcasting winners of certificates of recognition:

Radio—WGY Schenectady's *Words of Our Children,* a documentary.

Television—NBC-TV's *Frontier* series, and the Danny Thomas *Make Room for Daddy* series on ABC-TV.

Award scrolls were to be mailed to winners last week.

KING-AM-FM-TV Wins Award

KING-AM-FM-TV Seattle Feb. 15 was named winner of the Paul Bunyan Award of the Seattle Chamber of Commerce for attracting favorable national attention to the city of Seattle. KING's entry was based on two achievements: feeding a program on the

Effective—March 1, 1957

BLACKBURN & COMPANY

will be established as National and Exclusive Radio-Tv & Newspaper brokers

James W. Blackburn, Clifford Marshall and Jack V. Harvey announce the formation of Blackburn & Company, national brokerage firm which will render a superior service in negotiation, financing & appraisal of radio-tv and newspaper properties.

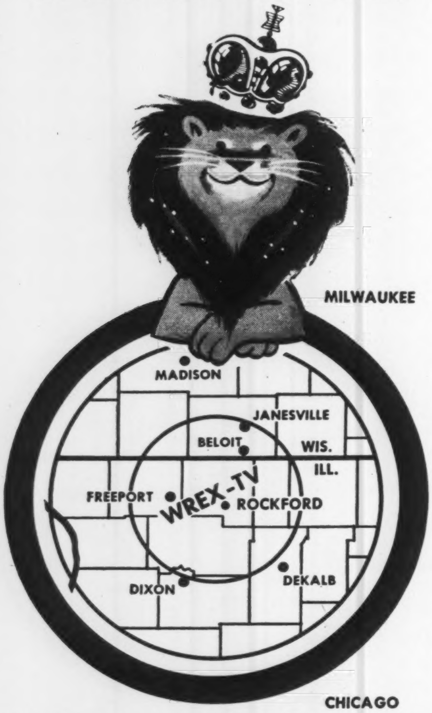
• NEGOTIATIONS • FINANCING • APPRAISALS •

Blackburn & Company

WASHINGTON, D. C.
JAMES W. BLACKBURN
JACK V. HARVEY
Washington Building
STerling 3-4341

ATLANTA
CLIFFORD B. MARSHALL
Healey Building
Jackson 5-1576

WITHOUT A "PEER"
in the Rockford Area!



IN THIS $ BILLION-PLUS
SALES EMPIRE WREX-TV
IS THE KING SALESMAN

The Rockford TV Area — Illinois' 1st market outside Chicago — is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total $1,706,962,000, average $4,265 per family — $447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

J. M. BAISCH, GENERAL MANAGER
Represented by H. R. TELEVISION, Inc.

WREX-TV
CHANNEL 13
CBS ROCKFORD ILLINOIS abc

Children's Orthopedic Hospital, Seattle, to the ABC-TV network; and covering the Gold Cup hydroplane races in Detroit. KING-TV films of the race were decisive in refuting the contention of some race judges that a Seattle boat was disqualified for hitting a buoy.

AWARD SHORTS

J. L. Van Volkenburg, member of board of directors, CBS Inc. and retired president of CBS-TV, will receive Outstanding Achievement Award from U. of Minnesota, Feb. 28. Award is reserved for former students who have attained "high eminence and distinction."

Lawrence H. Rogers II, president-general manager, WSAZ-AM-TV Huntington, W. Va., received Distinguished Service Award of Huntington Junior Chamber of Commerce.

Martha Crane, women's director at WLS Chicago, has been selected by Women's Adv. Club of Chicago as city's Woman of Distinction for 1957, in recognition of her 28 years in broadcasting.

Sarah Paterniti, traffic manager, WJTN Jamestown, N. Y., named "Jamestown's Woman of the Year" by Inter-Club Council, that city.

Curt Ray, KMOX St. Louis, won Slenderella International "announcer of the year" award.

WTCN-AM-TV St. Paul received 1956 Conservation Award from Governor Orville L. Freeman for "outstanding contributions to the preservation and use of Minnesota's natural resources."

PLAQUES for being first in Oklahoma and first in the nation in the exchange of news through the Associated Press are awarded to officials of KRMG Tulsa. Wilbur Martin (l), AP Oklahoma bureau chief, presents the state plaque to KRMG General Manager Frank Lane, and John Aspinwall, AP Radio news editor (r) presents the national plaque to KRMG News Director Glenn Condon. Presentations were made a fortnight ago at the annual meeting of the Oklahoma AP Broadcasters Assn. in Tulsa (B•T, Feb. 11). Second and third place winners, WTMJ Milwaukee and WHLS Port Huron, Mich., will receive their awards on March 30.

AT&T '56 TV TAKE HITS $31.5 MILLION

- **Company makes annual report**
- **Revenue rises $565,871,000**

AMERICAN Telephone & Telegraph Co. last week reported a gross increase of $565,871,000 for 1956 in operating revenue and other income. In AT&T's annual report, listing of operating revenues came to $5,956,807,000 as against the 1955 figure of $5,390,936,000.

Of the 1956 income, $31.5 million came from Bell System interexchange video revenues, B•T was told. This included network line charges plus those accrued from closed-circuit tv operations. No breakdown or comparable figures for 1955 were given.

Operating expenses and taxes for 1956 exceeded those for 1955 by $458,359,000. Net income for AT&T last year was $777,791,000—a gain of $94,247,000 over 1955's net income. Net income per average share ($13.16) represented a gain of six cents per average 1955 share.

In the broadcast field, AT&T claimed a three-fold development. The first was the opening on Sept. 25, 1956, of the first trans-Atlantic telephone cable, linking Nova Scotia and Scotland. This line has already been used by CBS and NBC for radio broadcast purposes.

The second development lay along paths of expanding closed circuit and educational television. In Hagerstown, Md., AT&T has linked eight school buildings and three civic buildings on what it calls a five-year trial basis. Eventually, AT&T intends to interconnect 48 schools in Maryland's Washington County. It also hooked up more commercial tv stations with the network links.

The third development is still in somewhat of an experimental stage. Bell Labs currently is trying out a new microwave radio relay system to provide an economical means of carrying tv signals over distances of 100-200 miles. It also is developing a high-frequency radio relay system which, by virtue of its being in the 6000 mc band, may carry four times as many conversations as today's relay systems.

In tv sponsorship, the Bell System broke into network television programming with *Telephone Time,* a weekly series of dramatic stories "told" by John Nesbitt. This program was placed last year on CBS-TV (Sun., 6-6:30 p.m. EST) through N. W. Ayer & Son, New York. Bell, long a radio sponsor with the famous *Bell Telephone Hour* (which continues on NBC Radio, Mon., 9-9:30 p.m. EST), also sponsored the first in its new science series Nov. 19. This hour-long entry, "Our Mr. Sun," pre-

NOW! THE REAL FACTS ABOUT TV IN EL PASO . . . Page 19

IT'S ALL NEW!!

ANNOUNCING

KANSAS CITY'S ONLY COUNTRY-WESTERN MUSIC STATION

We say the Heart of America has let its Country and Western Music fans go a-beggin' long enough! For years, city cousins had to depend on country cousins to keep in touch with the only really American form of music: hillbilly, mountain, country and western music! Now Kansas City's really up to-date with its new-sales-building country western station —KCKN!

KCKN
1340
ON YOUR DIAL

NEW
DISC JOCKEYS
headed by DAL STALLARD . . . everybody's favorite . . . and including Cousin Lee, Little Herbie, Dixie Don and Guy Smith

NEW
MANAGEMENT
pledged to give you MORE enjoyment every minute of every day you're tuned to 1340—KCKN!

NEW
ALL DAY, ALL NIGHT programming!
Yes, KCKN's now on the air 24 HOURS A DAY!

NEW
NEWS COVERAGE
5 minute capsule news summaries EVERY HOUR at 25 minutes after the hour!

NEW
POWER!
Clearer, better reception ALL OVER GREATER KANSAS CITY . . . and "Suburbia," too!

NEW
COUNTRY-WESTERN MUSIC
programming the music you've been asking to hear! 24 HOURS A DAY!

Affiliated with WARL, Washington DC. and WCMS Norfolk, Virginia

Represented by Charles Bernard and Company, New York, Circle 6-7242
Package buys available on any combination of the three stations.

empted Westinghouse's *Studio One* at 10 p.m. the second in the irregularly-placed series, *Hemo, the Magnificent,* also a Frank Capra production, will be aired March 20, 9-10 p.m. EST.

Collins Radio Co. Appoints Haerle, Valentine to Posts

APPOINTMENT of John M. Haerle as broadcast sales manager and William B. Valentine as its broadcast representative for New York, New Jersey, Ohio and the New England states has been announced by Collins Radio Co., Cedar Rapids, Ia.

Mr. Haerle, who has served in the broadcast field for 10 years, will direct Collins broadcast activities from Cedar Rapids, and Mr. Valentine, a five-year veteran in the field, will be stationed in New York City.

MR. HAERLE

MR. VALENTINE

GE Over $4 Billion in Sales But Unhappy With Low Profits

ALTHOUGH sales for General Electric Co., Schenectady, passed the $4 billion mark for the first time in 1956 with a record of $4,090,015,658, GE President Ralph J. Cordiner expressed dissatisfaction with earnings, indicating they had failed to keep pace with the rise in volume.

Mr. Cordiner's remarks were contained in a year-end statement issued by GE last week. He noted that while 1956 sales represented an 18% increase over the $3,463,734,419 volume for 1955, net earnings rose but 2% —$213,756,849 as against the previous year's $208,908,054. This was attributed to "generally too low" operating profit margins resulting from the "unfavorable price situation in the electrical manufacturing industry." Other factors holding down net earnings were the high costs involved with expansion, research and development. (The 1956 expansion outlay was more than $34 million higher than in any previous year in GE's history. Since World War II, GE has spent $1.4 billion for expansion and modernization.

General Electric owns and operates WRGB (TV), WGY and WGFM (FM)—all Schenectady—earnings of which are included in the net figure.

'56 Tv Set Shipments Reported 7,028,456

SHIPMENTS of tv receivers from factories to dealers in 1956 totaled 7,028,456 units, fourth highest year on record, but lower than 1955, when 7,421,978 sets were shipped, according to Radio-Electronics-Tv Mfrs. Assn. Following are tv sets shipped to dealers by states in 1956:

State	Total	State	Total
Ala.	107,710	N. H.	21,045
Ariz.	47,850	N. J.	233,040
Ark.	70,195	N. M.	25,344
Calif.	641,663	N. Y.	778,806
Colo.	58,502	N. C.	150,102
Conn.	113,669	N. D.	28,240
Del.	18,274	Ohio	392,310
D. C.	60,673	Okla.	90,937
Fla.	238,140	Ore.	81,729
Ga.	147,751	Pa.	492,842
Idaho	28,093	R. I.	37,480
Ill.	394,985	S. C.	64,736
Ind.	179,985	S. D.	27,746
Iowa	86,186	Tenn.	129,471
Kan.	79,620	Tex.	365,849
Ky.	111,830	Utah	29,074
La.	126,667	Vt.	17,838
Me.	42,537	Va.	130,674
Md.	97,210	Wash.	110,809
Mass.	202,488	W. Va.	79,961
Mich.	282,579	Wis.	134,210
Minn.	110,791	Wyo.	9,562
Miss.	64,692		
Mo.	164,533	U. S. Total	7,010,722
Mont.	29,469	Alaska	4,494
Neb.	59,249	Hawaii	13,240
Nev.	13,580		
		Grand Total	7,028,456

Hoffman Sales Up $2 Million In 1956 Over Previous Year

HOFFMAN Electronics Corp., Los Angeles, had sales of approximately $46,500,000 in 1956, compared with 1955 sales of $44,416,673, and earnings estimated at $2.17 per share last year against $2.15 the year before, H. Leslie Hoffman, president, reported last week in a letter to stockholders.

Prospects are good for 1957, he said, with tv inventories at a very low level and January of this year ahead of January 1956, in face of a general drop in tv business.

He also said that the firm's semiconductor division, which has opened a new research and development building in Evanston, Ill., is aiming at doubling its sales this year. The firm has embarked on an expansion program of both facilities and top-level personnel, which has already brought James D. McLean, Philco vice president, to Los Angeles as president of Hoffman Laboratories, wholly owned subsidiary of Hoffman Electronics Corp. Mr. McLean is responsible in his new position for the work carried on by Hoffman for the armed forces in engineering, design and production of advanced electronics and electrochemical projects, including the supervision of over 400 engineers and 2,200 employes and 12 engineering service centers throughout the country and Alaska.

EYES TO TOMORROW

PEOPLE living in 2007 A. D. will have the opportunity to know if forecasts by Dr. W. R. G. Baker, vice president of General Electric Co., are accurate. A message prepared by GE's top electronics expert for enclosure in the cornerstone of KETV-TV Omaha may be revealed that year to 21st century people if the cornerstone is opened.

Dr. Baker predicts that television in the year 2007 will be "picture-on-the-wall" tv; tv broadcasting will "no longer be confined to geographical limits" but will be world-wide; telephone television will be perfected; automobile transmission will be electronic rather than mechanical.

A G-E television receiver, said to be the lightest and most compact designed for use today, will also be placed in the cornerstone so that people living years from now may have an example of "the highest point reached in tv receiver development" in 1957.

* * *

IT SOON will be tv eyes across the sea but to the moon man will never go, Dr. Lee de Forest, inventor of the vacuum tube, predicted yesterday (Sunday) from Washington over the Voice of America network.

Speaking on a U. S. Information Agency symposium over VOA, Dr. de Forest said "trans-oceanic television is only a matter of ten years or less," but passenger trips to the moon "constitute a wild dream worthy of Jules Verne." The USIA symposium was entitled "The Frontiers of Knowledge and Humanity's Hopes for the Future."

Dr. de Forest said trans-oceanic tv will be accomplished "by adroit location of relay stations and by taking advantage of reflections from the ionosphere."

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

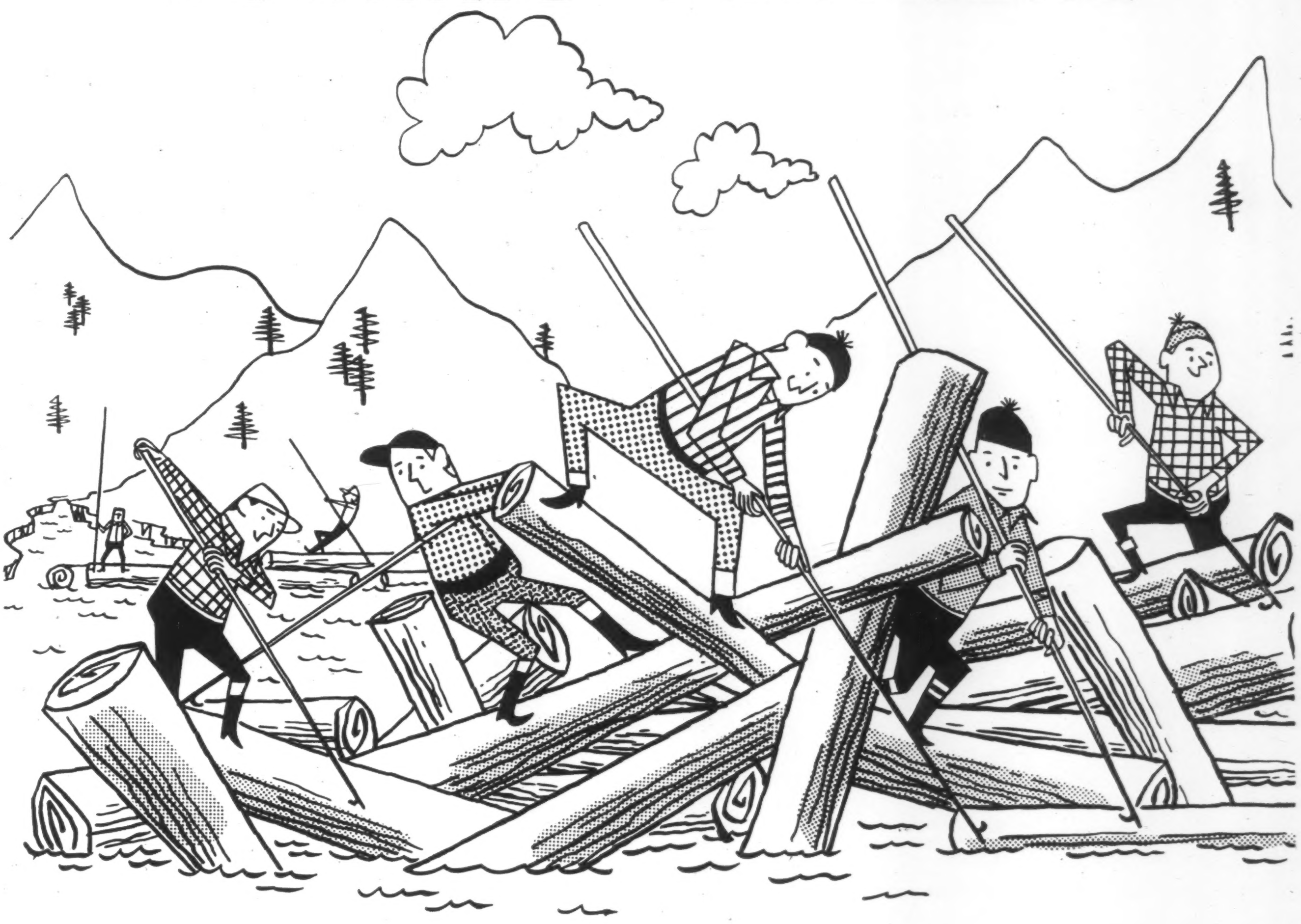
WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY
CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H-R** TELEVISION
TELEVISION INC.
REPRESENTATIVES, INC.

In the "Rep" business you keep orders flowing into your stations or you're in a "jam." Getting orders takes smart headwork . . . fast footwork . . . and lots of plain *hard work*. That's why, when as a group of mature, sales experienced partners, we started H-R, we all agreed to be *working partners*.

The record shows that many radio and TV stations favor this kind of mature, two-fisted representation. That's why we have such a fine list. And to keep orders flowing into these stations, the partners who head up this firm, are still *working partners* . . . and we still "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

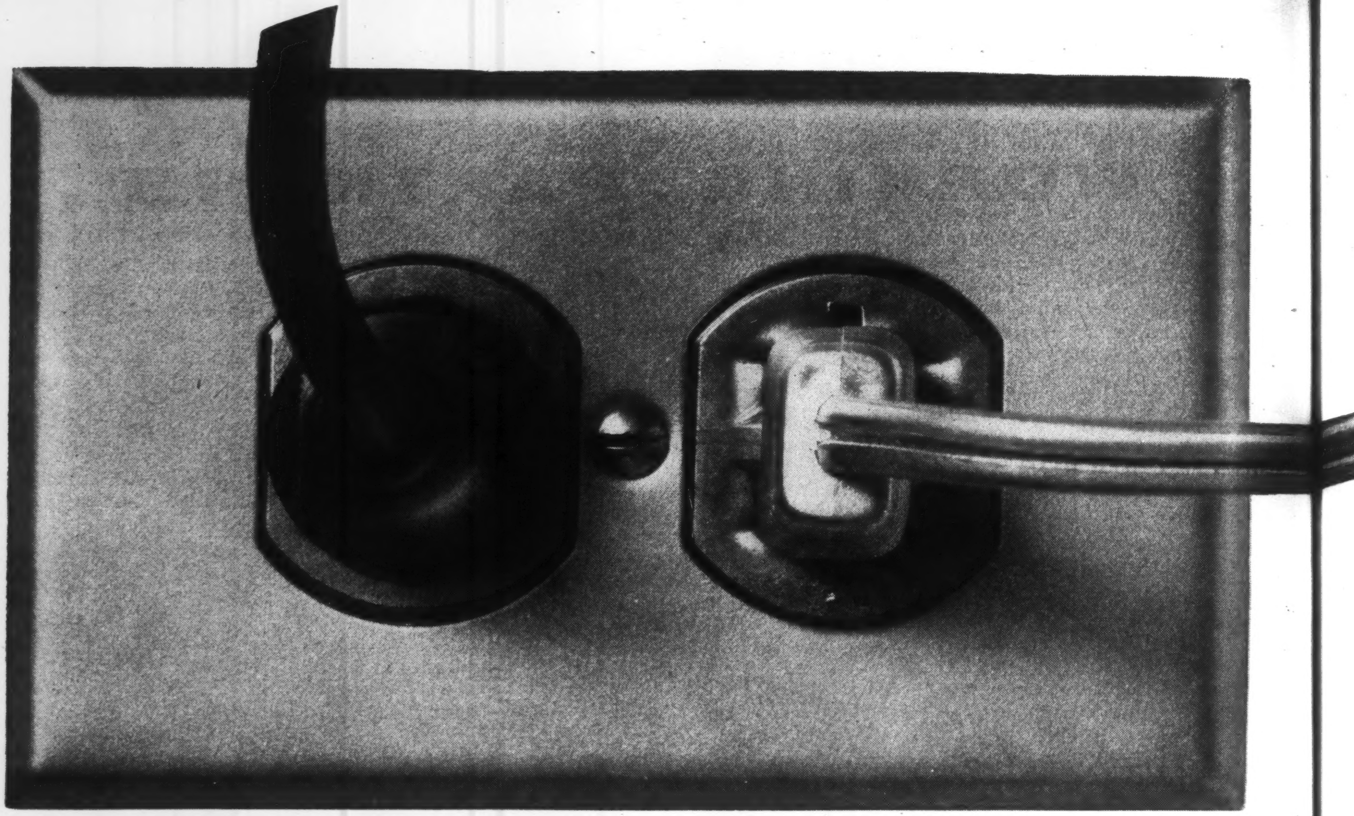
155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

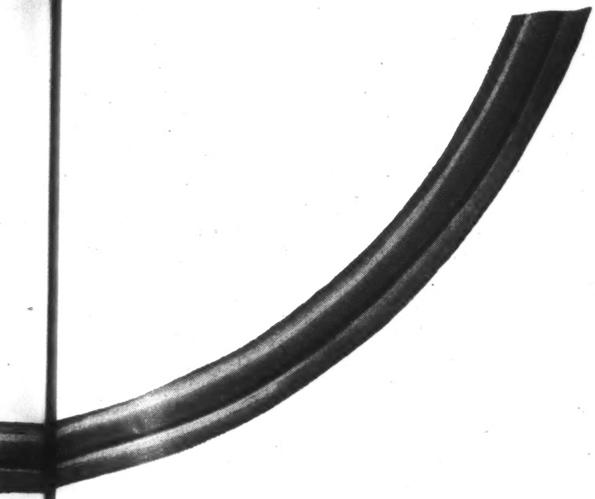
101 Marietta Street Bldg.
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
Canal 3917
New Orleans, La.



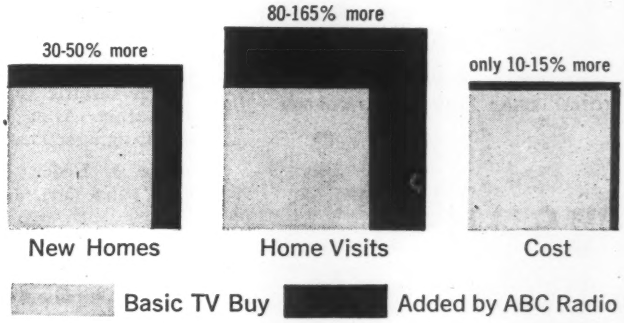
why two?



One is for television . . . one is for radio. They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects . . . but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV properties and **adds** important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise*:



That's why today the new medium for television advertisers is network radio!

abc radio network

*** Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.**

Let sir seven thy TEST product!
WSAU-TV CHANNEL 7
THE MEEKER COMPANY
New York, Chi., Los Angeles, San Fran.
HARRY HYETT
Minneapolis
St. Paul
Minn.

This is not retortical: Once you stick your beaker into channel 7's market you'll put WSAU-TV down for more tests and refinements in the HEART OF WISCONSIN— where you get reduction in costs and reaction in sales.

GROSS FARM INCOME $207,408,000
TOTAL RETAIL SALES $567,064,000

wsau-tv
WAUSAU, WIS.
OWNED & OPERATED BY
WISCONSIN VALLEY TELEVISION CORP.

RCA Denied Trial Delay In Zenith's Anti-Trust Suit

RCA APPEAL for delay of scheduled trial in its $61 million anti-trust patent suit with Zenith Radio Corp. was denied in Chicago District Court Tuesday.

RCA had accused Zenith with interference in the gathering of depositions from European witnesses and sought postponement of the trial beyond June 17. Judge Michael Igoe of Federal District Court denied the petition urging completion of depositions by the end of March. RCA accused Zenith of influencing witnesses on depositions.

Zenith counsel branded RCA charges as "a figment of the imagination." Zenith also is gathering overseas depositions. RCA originally filed suit in 1948, charging Zenith with infringement of patents. Zenith filed a counter-suit, charging RCA with restraint of trade and seeking treble damages.

Specifically, RCA accused Zenith of influencing Robert Roth, Zurich (Switzerland) department store executive in charge of radio sales, not to give a deposition in Paris. It asked the court to direct Zenith to inform 11 witnesses that it approved obtaining depositions from them.

Admiral Corp. Plans Expansion Of Radio-Tv-Phonograph Plant

ADMIRAL Corp. has announced plans for a 150,000-square-ft. addition to its Harvard (Ill.) electronics plant, which it said would be the world's largest single facility devoted exclusively to radio-tv-phonograph unit production.

Ross D. Siragusa, Admiral president, reported the plant will have a daily capacity of 6,000 tv receivers and 1,000 hi-fi phonographs when completed. He attributed expansion to need for greater control over production and distribution costs.

Admiral also plans to transfer its portable tv plant at Bloomington (Ill.) to Harvard where radio-tv component production will be initiated.

MANUFACTURING PEOPLE

Raymond S. Perry, former president of Federal Telephone & Radio Co., IT&T division, appointed to newly-created post of vice president in charge of marketing for IT&T, N. Y.

Roy D. Jordan, manager of advertising and sales promotion, Broadcast Equipment Div., General Electric Co., has been transferred to Phoenix, Ariz., in similar capacity for GE's Computer Dept.

George J. Feder, factory superintendent, RCA Tube Div., Harrison, N. J., named manager of manufacturing, Somerville (N. J.) plant, RCA Semiconductor Div.

Joseph A. Ricca, operations manager, Precision Components Div., Norden-Ketay Corp., Stamford, Conn., to Allen B. Dumont Labs. Clifton, N. J., as manager of the mobile radio communications department.

Meade Brunet, RCA vice president and managing director of RCA International Div., N. Y., named vice chairman, board of trustees, Union College, Schenectady, N. Y.

Calvin K. Townsend, executive vice president, Jennings Radio Mfg. Corp., San Jose, Calif., elected president of West Coast Electronics Mfrs. Assn. **Hugh P. Moore,** board chairman, Lerco Electronics Inc., appointed vice president of WCEMA. **S. H. Bellue,** material manager, Hughes Aircraft Co. and **George Koth,** vice president of Lenkurt Electric Co., named WCEMA secretary and treasurer, respectively.

COMPLETING negotiations with the Gates Radio Co. for the purchase of a new BC-5P 5 kw transmitter and phaser for KPRC Houston Tex., are Jack Harris (seated), vice president and general manager of the station, and London England, Gates sales representative from the Houston office. The new equipment will be located on a new site near the television operations, thus enabling KPRC-AM-FM-TV to consolidate their radio and tv power facilities.

Keeton Arnett, vice president, Allen B. Dumont Labs, Clifton, N. J., resigns to accept post as executive vice president, Chamber of Commerce of Greater Philadelphia.

MANUFACTURING SHORTS

RCA Camden, N. J., reports shipments of live studio color cameras (TK-41) to NBC studios in Brooklyn; 25-KW transmitter with 6-KW driver to WMFD-TV Wilmington, N. C. (ch. 6), and necessary equipment to complete installation of 3-vidicon color film camera to KFDX-TV Wichita Falls, Tex. (ch. 3). Firm also reports new type stablizing amplifier designed to eliminate low frequency disturbances in both color and monochrome transmissions.

General Electric Co., Syracuse, N. Y., issued new booklet, *Transistor Manual,* containing basic information on transistors and their operations in circuits, which is obtainable for 50¢ from company's Semiconductor Products Dept. or from local G-E tube and transistor distributors.

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

WPEN
PHILADELPHIA

Would like to express appreciation to the following wonderful people who helped us introduce our new personalities to the New York agencies at our recent reception.

TONI ARDEN
RUSSELL ARMS
EILEEN BARTON
CAROLE BENNETT
TONY BENNETT
POLLY BERGEN
MONA CAROL
DOROTHY COLLINS
JILL COREY
SAMMY DAVIS, JR.
DEJOHN SISTERS
STUART FOSTER
GEORGE HAMILTON IV
BILL HAYES
RICHARD HAYMAN
AL HIBBLER
DICK JACOBS
MORGANA KING
EDDIE LAWRENCE
DENISE LOR
GISELLE MACKENZIE
MITCH MILLER
LOU MONTE
JAYE P. MORGAN
JOE REISMAN
EILEEN RODGERS
DICK ROMAN
JIMMY SAUNDERS
LUANN SIMMS
SYLVIA SYMS
TONY TRAVIS
ANDY WILLIAMS

WPEN

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco*

ONE OF THE
FIRST 100 MARKETS

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities

CBS

REPRESENTED BY AVERY-KNODEL, INC.

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET

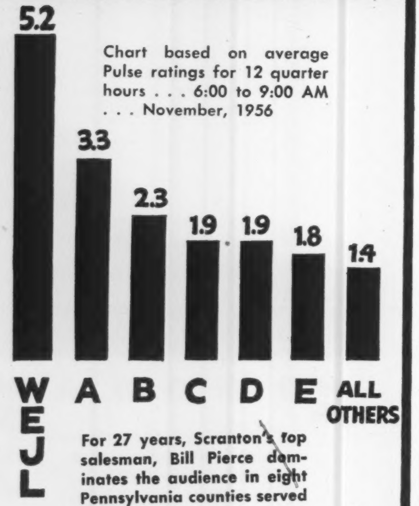


Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL
The Scranton Times
SCRANTON, . . . PENNA.

STATIONS GIVE 'MARATHON' BOOST TO MARCH OF DIMES CAMPAIGN

TV and radio stations throughout the nation again "put their best foot forward"—with telethons, broadcast marathons and stunts of all kinds—to raise money for the 1957 March of Dimes campaign.

In this year's Jan. 3-31 polio drive, radio and tv stations exerted top efforts to help the National Foundation for Infantile Paralysis combat the dread disease. The 1956 campaign total was $54 million.

Basil O'Connor, president of the National Foundation for Infantile Paralysis, earlier this month paid enthusiastic tribute to broadcast media for aid in the nation's fight against polio [B•T, Feb. 11].

For sheer endurance, disc jockeys Bob Kluz and Jack Platten of WROD Daytona Beach, Fla., took the prize with their 402-hour broadcast marathon staged from early morning Jan. 14 through Jan. 30 in the '57 campaign. Attracting interest and contributions from all parts of the country, the disc jockeys alternated on 30-hour shifts and plugged away for the March of Dimes with interviews, record playing, and announcements between and during regular programs. No other announcer was on duty during the 17-day period, and no one else made even station break spots during the marathon.

Taped for 'Monitor'

What began as a radio effort for the area polio drive soon mushroomed into a broader scale as pledges started rolling in from nearby Georgia, and far away Illinois, New York and other states. March of Dimes officials from the Atlanta headquarters flew to Daytona Beach to lend support. And part of the marathon was taped for NBC's use on *Monitor* from New York City.

Jack Murphy, president and general manager of WROD, reported that unfortunately no estimate was made of the total sum raised by his two announcers in the marathon.

However, Mr. Murphy did estimate that each of the disc jockeys was strengthened by 1,730 cups of coffee and 5,180 cigarettes. He also said that approximately 350,000 words were spoken in the 17-day polio drive marathon.

Among the zaniest gimmicks reported by a radio station for the '57 campaign was that of nearby WMEN Tallahassee, Fla., which offered to the lucky listener (chosen by a drawing) contributing one dollar to the drive an opportunity to run the station as he pleased all day Feb. 5.

With more than $300 pledged, a drawing was held Feb. 1 and the owner of a local pest control company emerged as the lucky winner. The station's new "boss" fired WMEN's top disc jockey, Larry Owens, for the day, and gave away about $300 in merchandise prizes to listeners.

(WMEN Program Director Dave Wagenvoord reports that though "Feb. 5 featured some unusual listening to say the least," the station's one-day director remained within FCC regulations).

On the television side of the ledger, Texas was not to be outdone. Houston's three tv stations—KTRK-TV, KPRC-TV, KGUL-TV—and nearby KTRE-TV Lufkin, collected over $220,000 in a joint 16-hour telethon variety show the weekend of Jan. 19-20. The four stations cancelled all regular programming from 11 p.m. Jan. 19 till about 2:30 p.m. the next day, and pooled their talent and facilities to present continuous entertainment for viewers.

Nearly 100 Lions Clubs, representing 40 Texas counties, joined the stations in conducting the telethon. Countless barrels and buckets were filled with bills and coins, and pledges offered, as thousands of cars moved through the drive-in, drop-in centers established in front of the four stations. Contributions continued to pour in after the telethon ended, station officials reported.

Included in other drive activity reports received by B•T from some 17 radio stations and 14 tv stations in 17 states and Canada are the following:

WKNE Keene, N. H., and the town's Junior Chamber of Commerce raised over $2,000 in a radio auction for the March of Dimes. Among "items" auctioned off were three new cars supplied by local dealers.

In another radio auction, WTSA Brattleboro, Vt., sold 10,000 bags of peanuts and a standing silo in its annual auction for the campaign. Livestock, retail merchandise and hours of labor donated by listeners also went on the block to bring in $4,500 for the drive.

At New York City's WNYC, Jan. 14, Mrs. Franklin D. Roosevelt displayed unexpected talent as a disc jockey when she "spun platters"—most Elvis Presley numbers and other rock 'n roll songs—for polio-afflicted children gathered at the station. Purpose of the gimmick was to encourage similar amateur talent shows across the country to support the March of Dimes drive.

More than 50,000 dimes in telephone pledges from central New York (state) were received by Syracuse's WHEN and WHEN-TV in its 12th annual March of Dimes tune auction simulcast Jan. 27. Radio and tv personalities and area civic leaders appeared on the three-hour program.

Two disc jockeys for WOKO Albany, N. Y., in 44 hours on the air, acquired $1,800 in pledges by making listeners compete for records they wished to hear on the basis of the size of their pledged contributions. Disc jockeys Geoff Edwards and Leo McDevitt handled the platter spinning.

Topping all its previous records, WNBF's (Binghamton, N. Y.) sixth annual telethon for the Broome County chapter of the NFIP had raised $26,000 in contributions and pledges by mid-afternoon Sunday, Jan. 27, and money was still coming in at the

TWO SURVEYS AGREE ON THE EL PASO TV STORY . . . Page 19

WLS'

Martha Crane

named Chicago's

WOMAN OF DISTINCTION

for 1957

Martha Crane was selected for this high honor by the Woman's Advertising Club of Chicago, from nominations submitted by more than 100 clubs and organizations of business, artistic and professional women. This award is in recognition of her outstanding contributions in service and inspiration to her profession and her community during her 28 years as a radio personality on WLS.

Martha Crane is the midwest's best-known and most popular women's radio commentator. Her daily chats with the world's most interesting personalities, 8,500 to date, have made listening to WLS a *must* with midwest homemakers. 2,250,000 letters from them during Martha's years with WLS attest to their interest and response to "The Martha Crane Show" and their believability in WLS personalities and programs.

A Clear Channel Station

WLS

CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • REPRESENTED BY JOHN BLAIR & CO.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

A SWEETHEART of a MARKET...
CANADA
LAKE SUPERIOR
DULUTH MINN
SUPERIOR WIS.
MICH.
IN THE HEART of a

NEW METAL EMPIRE

2nd Largest Market in the Northwest
Hundreds of millions of dollars spent and proposed—TACONITE MINING—New Towns—SEAWAY—New Payrolls
To reach and sell this vital market your best buy is WDSM-TV.
Top TV at the Top of the Nation

WDSM-TV
NBC — CHANNEL 6
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

More People
Listen MORE
to WAPI
BIRMINGHAM
THE Voice OF ALABAMA
John Blair & Co.

IT WAS RADIO-TV ALL THE WAY

BROADCASTERS often utilize marathons to support charity drives. But down in Arkansas they decided a walkathon might do the trick for this year's March of Dimes campaign.

The sheriff of Union County, El Dorodo, Ark., O. E. Bishop challenged his colleague from Ouachita county, Grover Linebarier to the walkathon. The law officers agreed to walk 20 miles from court house to court house, each starting from his own and ending at the other's. Radio and tv aided and abetted the sheriffs' deeds.

Manager for the Union County official was W. N. McKinney, manager of KELD El Dorado. A mobile unit accompanied him. The unit covered the frequencies of both sheriffs. Sheriff Bishop began with $198. By the time the party reached "the city limits" Sheriff Bishop had picked up "over $450 in the plastic bucket" he was carrying.

John Turner of KRBB (TV) El Dorado took some film of footage for his evening newscast. Ed Hall, manager of KDMS El Dorado gave a noon report from his air mobile unit while flying over the location on Highway 7 between Camden and El Dorado. The KELD mobile unit, serving as the official mobile headquarters, drove slowly beside Sheriff Bishop as its red light blinked a warning to approaching motorists.

"Thanks to radio, the step-by-step progress of our walk was broadcast to the people of the two counties," said Sheriff Bishop. Both sheriffs were arrested by "opposing forces," jailed and bonds had to be raised. The bonds raised went for the campaign.

Sheriff Bishop reported: "The necessary funds were raised. My county raised nearly $8,500. Camden County collected nearly $7,000.

telethon's end. More than 35 volunteers from the announcing, engineering and directing staffs of the station presented 155 individual acts by talented area amateur and professional performers during a 15-hour period from noon Jan. 26 till noon the next day.

WBAL-TV Baltimore, Md., featured puppets by a local puppeteer in a series of filmed sound spots as a novel bit of tv promotion to collect money on behalf of the "Mothers' March on Polio." Mrs. Arthur Conrad's puppets—farm animals used in and around the farm show; a fortune teller for the weather; a policeman for the *Officer Happy* show, and others—were designed especially for the program or personality with which they were used.

Arnold Wilkes, WBAL-TV's public affairs director, and Flo Ayres of the Naomi Duff Smith Agency produced the series of film sound spots, which have been sent to the National Foundation for Infantile Paralysis for possible use on a national scale next year.

The finder of a $100 check hidden within the city limits of Danville, Va., by WDVA executives will be a $25 contributor to the local polio fund as well as the recipient of $75 cash. Since WDVA officials hid the check last month, station announcers have broadcast daily clues as to its whereabouts. Even though the city's police department has joined in the search for the check, the last word to B•T from WDVA was "so far—no luck."

Pledges totalling $37,120 from its tri-state area were received Jan. 18-19 by KSLA-TV Shreveport, La., during a 17½-hour telethon featuring entertainment by CBS-TV comedian Dick Van Dyke.

Further south in Baton Rouge, La., WAFB-TV gathered over $18,000 in pledges during a 10½-hour telethon variety show Jan. 26-27. Station staffers and local tv personalities participated.

In the Midwest, WNDU-AM-TV South Bend, Ind., staged a five-day effort for the March of Dimes, culminating with a finale program Jan. 31 for the "Mothers' March on Polio."

Edward L. Doyle, the station's public affairs director, directed WNDU's public service campaign, which included Salk anti-polio inoculations—on camera—of over 50 station personnel; interviews of nine mothers from as many nearby communities for three successive days; presentation on a weekly feature program of an iron lung, polio victims and nurse-therapists; appeals on news, weather and sports shows by show talent, and spot announcements throughout the period.

WLPO LaSalle, Ill., collected nearly $1,000 cash in two days with its special "Dough for Polio" program. The broadcast Jan. 27 featured entertainment and interviews with polio victims at the Kaskaskia Hotel.

The governors of three states—Missouri, Iowa and Nebraska—literally tossed their campaign hats into a "sale ring" in a cooperative effort with KFNF Shenandoah, Iowa, to promote the March of Dimes.

When KFNF's Art Sorenson invited Governors James P. Blair (Mo.), Hershel Loveless (Ia.) and Victor Anderson (Neb.) to let him sell their campaign hats on his program, *The Trading Post,* to the highest bidder from each state, all three responded pomptly with the hats and their photographs.

The hats and photos currently are on display in various leading area stores.

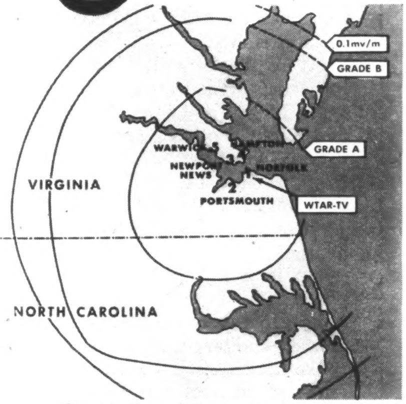
Throughout February, Mr. Sorenson is accepting mail bids, which must be accompanied by a dime contribution or more to the polio drive. Bids and qualifying donations should be addressed to "The Trading Post," c/o KFNF, Shenandoah, Ia., he said.

KSDB-FM Manhattan, Kan., student training station at Kansas State College, joined KMAN Manhattan Jan. 12 to present a four-hour simultaneous broadcast for the March of Dimes. Remote crews originated

POWER

They do things BIG in "America's 27th Metropolitan Market", served by WTAR-TV, Norfolk, Virginia.

In Newport News (see map) was built U. S. S. "FORRESTAL", giant Aircraft Carrier. Her flight deck would hold The "Queen Mary" and The "Queen Elizabeth" simultaneously! Her engines turn up an estimated 200,000 H. P. and her basso-profundo whistle can be heard for 20 miles!



(Based on Measured Contour Map by Jansky & Bailey)

5 of Virginia's Busiest Cities are within WTAR-TV's Grade-A Signal.

BUT THAT IS JUST A WHISPER compared with the "Voice" of WTAR-TV. This, the established VHF Station for five bustling cities, operates with maximum power and tower on far-reaching Channel 3.

POWERFUL, DOMINANT WTAR-TV IS THE ONLY STATION YOU NEED TO REACH POPULOUS TIDEWATER VIRGINIA.

WTAR-TV

CHANNEL 3, NORFOLK, VIRGINIA
Business Office and Studio — 720 Boush Street, Norfolk, Va.
Telephone: Madison 5-6711
REPRESENTATIVE: Edward Petry & Company, Inc.

pickups from Randolph, Riley, Leonardville and Ogden (manned solely by students of KSDB-FM) during the program, which highlighted local talent and interviews from each point.

Thirty RCA Victor recording artists entertained some 2,500 fans on the *New WDGY Dance Frolic* show (WDGY Minneapolis-St. Paul) Jan. 19 on behalf of the March of Dimes. Such performers as Julius LaRosa, Jack Leonard, Frankie Lester, Joe Valino, Lurlean Hunter, Eddie Heywood, Lou Monte, Ann Gilbert and others were on the program. Earlier in the day the group made personal appearances at hospitals, department stores and radio and tv stations.

Lansing, Mich., teenagers turned out 2,700 strong for WILS' second annual "Teens Against Polio" dance held Jan. 26 at the Lansing Civic Center. Paying an admission charge of $.50 apiece, the youngsters danced to recorded music presented by three disc jockeys of WILS Lansing.

A total of $3,648 was netted from the dance and a contest held in seven Lansing schools for the highest per capita polio donations. A winner was selected from each of the schools. Prior to the dance WILS also held its yearly "Disc for Dimes" program for a 22-hour stretch, and Lansing listeners pledged $1,142 for their recorded requests.

Western Texans got into the act too, with an 18-hour tv show for the polio drive presented by KILT (TV) El Paso in the city's 15,000-seat coliseum. Area residents crowded the coliseum to see the first remote telecast in El Paso's history as professional entertainers from throughout the Southwest performed. More than $10,000 was pledged to the '57 campaign during the telethon.

It took 81½ hours' broadcasting by George G. (Buck) Buchanan of KDON Salinas, Calif., to get out of Monterey County jail for "committing morning mayhem," but area fans went his $1,500 bail to the tune of $700 cash and $1,300 in pledges for the March of Dimes.

Monterey County sheriff's deputies "arrested" Mr. Buchanan Jan. 9, clapped him in a cell till his bail was paid by Salinas citizens. The disc jockey made his appeals directly from the jail.

Outpacing her two compatriots in a broadcast marathon over KUDU Ventura, Calif., for the March of Dimes, Jerry Loomis, 21-year-old station staffer from Ventura, attained what is believed to be a new women's broadcast record with an on-the-air total of 89 hours, six minutes.

Miss Loomis outlasted 21-year-old Shirley Spencer of Oxnard, who quit after 88 hours, 15 minutes, and Marilyn Martell of Santa Paula who fell asleep after 65 hours. Miss Loomis was broadcasting from Ventura, Miss Spencer from Oxnard and Miss Martell from Santa Paula.

Co-sponsored by KUDU and the East Ventura Lions Club, the trio's marathon brought in more than $3,000 in contributions and pledges to the drive. The marathon began at 1 p.m. Jan. 23 and ended at 6:06 a.m. Jan. 27, and the young women alternated in auctioning donated goods, playing musical requests and accepting contributions.

Discs Offered for Dimes

"Discs for Dimes"—a polio drive fund project—was the outgrowth of a spur-of-the-moment gag by disc jockey Del Moore of KLAC Los Angeles, who began by offering to sell a record he had just played to the first motorist arriving at the station studios with a dime.

Eleven motorists answer his first appeal, and Mr. Moore's brainstorm later was climaxed with a 3½-hour record sale Jan. 31 on his regular show, broadcast for the occasion from the Mark C. Bloom service station on Sunset Blvd.

At his special platter-selling show, recording artists signed autographs, gals from the L. A. March of Dimes office directed traffic and KLAC's other disc jockeys assisted Mr. Moore with the sales. Donations ranged from a dime up, and for those motorists spending a dollar for a record, the Bloom service station washed their cars free of charge.

Up in San Francisco a parakeet's word power added $50 to the '57 polio drive. Niki, a parakeet owned by Miss Margarette Chase, secretary-treasurer of Borchers Bros., spoke the required call letters "KOBY-1550" and her mistress was awarded $50 by the San Francisco station in its contest to test the speaking ability of such birds in the area. Niki, named after Vice President Richard Nixon, took only three days to learn the station's call letters, according to Miss Chase.

KNX Los Angeles, CBS' Columbia Pa-

SPECIAL OFFER TO RADIO AND TV STATIONS

LONDON® RECORDS

TRUE HIGH ffrr FIDELITY

Annual Service

NEW LP RELEASES

CLASSICAL	POPULAR
60 12″ long play records from new releases during the next 12 mos.	30 12″ long play records from new releases during the next 12 mos.
For only $50	*For only* $25

SPECIAL CATALOG OFFER

For a limited time only the vast long play catalog of the "World's Finest Record" is being made available to radio and TV stations at the special price of only $1 per record. **$1 PER 12″ LP**

Broaden your library in the following categories:

Classical ★ Semi Classical ★ Popular Instrumental ★ Mood Background ★ Light Classical ★ Vocal

Minimum order is 25 records—you may choose *any* 25 records from the London catalog which includes such world renowned classical artists as: Ansermet, Del Monaco, Tebaldi, Curzon, Backhaus, Siepi, and such great popular performers as: Mantovani, Frank Chacksfield, Ted Heath, Robert Farnon and Stanley Black.

Send today for our complete numerical catalog.

L[illegible]ON RECORDS Inc., Broadcast Promotion
[illegible]est 25 St., New York, New York

I a[illegible]nterested in your new release service. Please send me

☐ 60 12″ classical recordings at $50. I am (am not) interested in receiving operatic recordings.

☐ 30 12″ popular recordings at $25. *(Mantovani, Stanley Black, Ted Heath, Robert Farnon, Frank Chacksfield, etc.)*

I am interested in your special catalog offer. On receipt of your catalog I will forward my order for 25 or more of your records at $1 ea. postpaid. ☐

Enclosed is station check.

Name____________________

Station____________________

Position____________________

Address____________________

GOOD SPORTS are good customers and you'll find them all on

WBEN-TV

CH. 4

BUFFALO'S
TOP CHANNEL
FOR SPORTS

SPORTS HEADLINES	LATE SPORTS NEWS	SPORTS CLINIC	SPORTS QUIZ	LET'S TALK SPORTS (following NHL Hockey)
6 pm	11:15 pm	6:15 pm	6:15 pm	4:30 pm
Mon. thru Sat.	Nightly	Tuesday	Saturday	Saturday

Talking Sports to sports-minded men and women is a quick channel of communication to take for finding a receptive, interested audience.

And Channel 4-Buffalo is the station to take you to most of the sports-minded, most often! For WBEN-TV *features* sports in its local programming, *reports* sports — accurately and completely — in its twice daily sportcasts, and *presents* CBS Network Sports events to Western New York's largest audience.

If making quick and easy sales is foremost in mind, consider the sports-minded that consistently favor viewing on WBEN-TV! It's a big audience . . . in a big market! Write or call today for details and availabilities.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

WBEN-TV

CBS IN BUFFALO

your dollars count for more . . . on ch. 4

PIONEERING OUTER SPACE CAN WAIT!

by Harold F. Walker

Let's pioneer Outer Space, later! At the moment, let's whoosh to the South—with a sales thrust, powerful as the impact of a rocket take-off. Destination: WDIA, Memphis, where a market bonanza is waiting exploration—a Negro market that's Tangible, Tenable, Timely!

Tangible

The Memphis Negro market is tangible. This sales area has one of the nation's highest percentages of colored population, one of the heaviest concentrations of Negro income. Approximately 43% of Memphis residents are colored with a per capita income of $28.79 for every $100 of white income; while that of Chicago is $7.89, and New York, only $6.59.

What's more, Memphis Negroes spend 80% of that high bracket income on commodities—for example, more than 60% of all flour purchased in this section; more than 50% of deodorants and hosiery.

Tenable

The market is, also, tenable. Since its inception, in 1948, as an exclusive Negro radio station. WDIA has recorded for its advertisers a marked and sustained advance, evidenced by its gross dollar volume increase of 600%! Low readership makes newspaper advertising an ineffectvie medium—low percentage TV ownership limits tangibility. The only 50,000 watt station in Memphis, WDIA *dominates* commercial contact with sales responsive consumers. Convincing statistics on the sales power of programs, serviced by WDIA, appear on the progress charts of clients, like:

Camel Cigarettes . . . Budweiser
. . . Folger Coffee . . . Sal Hepatica
. . . Tide . . . and Bayer Aspirin.

Timely

Now is the time to explore the feasibility of a promotional program for your products. Recognizing the financial factor of the Negro wage earners, in the rapidly expanding economy of the South, you may participate in the development, securing priority advantages to sell and establish your brand. Drop us your name, on your letterhead, that we may send you a factual prospectus. Request too, your bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

John Pepper
JOHN PEPPER, President

Bert Ferguson
BERT FERGUSON, General Manager

HAROLD F. WALKER, Commercial Manager

cific Radio network station, was awarded a plaque from Joe S. Kievet, March of Dimes campaign director, for its assistance in last year's polio drive. In the '57 campaign, a daily March of Dimes contest, with prizes awarded to listeners each afternoon, was conducted on the station's *Matinee* program.

Ten thousand votes—at $.10 a ballot—cast by citizens of Great Falls, Mont., netted $1,000 for this year's March of Dimes campaign in a week-long popularity contest between five favorite singers sponsored by KFBB-TV Great Falls.

Donating part of its *Open House* disc show to the polio drive, KFBB-TV disc jockeys played records by Elvis Presley, Pat Boone, Frank Sinatra, Fats Domino and Guy Mitchell, and listeners donated $.10 for each vote cast.

KOMO-TV Seattle, Wash., presented 10 half-hour live color shows to raise money for the March of Dimes in Seattle and Western Washington. Many of the station's *Spotlight* programs last month were devoted to fund raising for the polio drive. Amateur talent from Western Washington was featured on the programs, with auditions held in Everett, Aberdeen, Tacoma and Seattle.

Up in the Maple Leaf country, Art Laing, weatherman for CKLW-TV Windsor, Ont., Canada, last month solicited contributions to the Canadian and American March of Dimes drives on his show, *The Weathervane* (seven days a week), and collected over $500 from citizens in Southwestern Ontario and parts of Michigan.

The contributions flowed in in dimes, and the City of Windsor helped Mr. Laing with his monetary problems by lending him the city's coin wrapping equipment used for counting and wrapping parking meter monies.

Newscast Reunites Family

A MOTHER and daughter, separated for 42 years, will soon be reunited through a newscast on KOOL-TV Phoenix, Ariz. The daughter, who lived in Indiana but thought that her mother was in Arizona, requested the station's help. A newscast brought several leads, and one brought the two women in contact again.

Films Brotherhood Jingles Filmed

WNAC-TV Boston produced three film spots for national Brotherhood Week. The spots are animated jingles, aimed at youngsters, and 360 prints were shown across the country. Words and music for the spots were written and sung by Frank Luther, WNAC-TV public affairs director. The station has been congratulated for its work by the National Conference of Christians and Jews, Inc., which ordered the spots.

KONO-TV Reunites Family

A SERVICEMAN, his wife, and a young son he had never seen were reunited through the efforts of KONO-TV San Antonio, Tex. The serviceman, who had lost his family's new address, returned home on leave from Korea. Police were unable to locate the family. KONO-TV carried a film story on an evening news show, and 10 minutes later a phone call brought the family together.

AID FOR FARM YOUTH

WTIC Hartford, Conn. is beginning its 10th year of a partnership project with young livestock farmers in Connecticut and western Massachusetts. The station's Farm Youth Progam during the years has loaned $68,505 for the purchase of 435 purebred heifer calves. These have been raised by 354 boys and girls, each of whom became a partner of the station during the time the loan was outstanding. Three young men were awarded out-of-town trips last year for outstanding work in the program.

Clipping Service Expands

KRCA (TV) Los Angeles' Operation Haircut is expanding. Started last June to give free haircuts to the Boys Club of Hollywood, KRCA has built two special barber chairs for the children, and now also will serve the Los Angeles Orphanage Home. The station has two barbers in attendance twice a month to provide the clipping service.

Staff Efforts Aid Flood Victims

MRS. GLADYS HUBBARD, of WWKY Winchester-Mt. Sterling, Ky., personally raised $2500 for flood relief in eastern Kentucky—and within 48 hours bought needed supplies and traveled 750 miles distributing items in afflicted communities. Station personnel raised another $1000, and the studios served as clearing houses for community drives for flood relief.

WOV Makes 'Record' Donation

THE Salvation Army was able to offer some of the best buys in popular records in New York, thanks to a gift of 40,000 records from the library of WOV New York. The station also donated a schedule of free announcements promoting the sales; all proceeds benefited the Salvation Army.

Pennies Total Up for CARE

"PENNIES in a stream," as the song goes, flooded KDKA Pittsburgh as a result of the week-long, round-the-clock campaign for CARE's Hungarian relief program. Donations totaled 150,000 pennies at the end of the week.

Library Gets WDRC Albums

WDRC Hartford, Conn., has contributed 55 albums of classical records to the Hartford Public Library. Many other albums have been given to state institutions.

Boy Scouts Tour WCBS-TV

IN connection with Community Leadership Day, WCBS-TV New York invited two local Boy Scouts to be its day-long guests and to tour the studios so that they could get an inside look at the daily operations of a television station.

Scouts Get Tv Remote Bus

IN observance of National Boy Scout Week, WAPI-WAFM-WABT (TV) Birmingham, Ala. presented a local scout troop with a 40 passenger bus which was formerly used for remote telecasts.

A YANK IN THE ARB

CAST

The good people of Cedar Rapids-Waterloo

DIRECTOR

JIM SEILER

PRODUCER

WMT-TV

CAMERAMAN

ANON. STAFFER

STORY LINE

One Sunday recently ARB did a telephone coincidental survey on *The Big Movie* (WMT-TV 3:00-5:00 PM), a new series which started the week before.

What the Critics Said

Sets in use, 46.4
Rating, 31.9

(For your information, the feature was Tyrone Power in "A Yank In The RAF.")

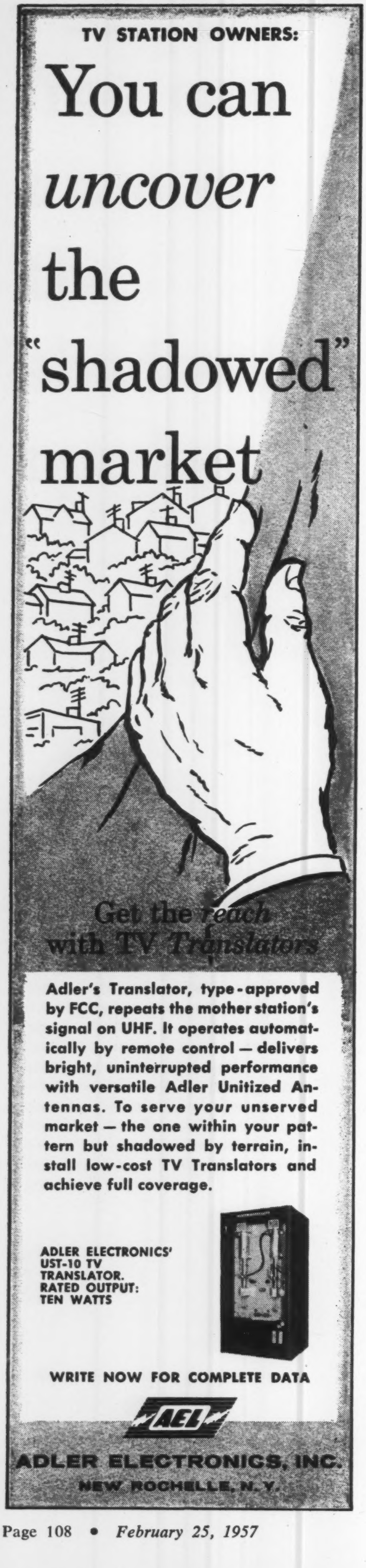
(For your further information the rating was accomplished with the 703′ tower* which helped build Eastern Iowa's largest audience.)

WMT-TV

CBS Television for Eastern Iowa

National Reps: The Katz Agency

*Not to be confused with the largest horizontal tower in the world, which will be rebuilt to 1,450′ as soon as the wind dies down.



TV STATION OWNERS:

You can *uncover* the "shadowed" market

Get the *reach* with TV *Translators*

Adler's Translator, type-approved by FCC, repeats the mother station's signal on UHF. It operates automatically by remote control — delivers bright, uninterrupted performance with versatile Adler Unitized Antennas. To serve your unserved market — the one within your pattern but shadowed by terrain, install low-cost TV Translators and achieve full coverage.

ADLER ELECTRONICS' UST-10 TV TRANSLATOR. RATED OUTPUT: TEN WATTS

WRITE NOW FOR COMPLETE DATA

AEL

ADLER ELECTRONICS, INC.
NEW ROCHELLE, N. Y.

AUSTRALIAN TV PROGRESSING DESPITE SET, MONEY OBSTACLES

LESS than four months after the beginning of commercial television in Australia, the outlook is optimistic for a successful industry there although there are several obstacles to be overcome.

This commentary was offered to B•T last week by Charles Michelson, president of Charles Michelson Inc., New York, U. S. representative for TCN-TV Sydney (ch. 9) and H-SV-TV Melbourne (ch. 7) during a progress report on commercial television there. Mr. Michelson cited Australia's policy of blocked currency and the comparatively high price of receivers (average of $500) as two of the bleak spots in an otherwise bright picture.

As of Jan. 1, 1957, according to Mr. Michelson, there were about 25,000 receivers in Australia, located in Sydney and Melbourne, which are the only two cities offering television service. Research by stations and set manufacturers indicate that each set has between six and ten viewers. Mr. Michelson reported that as tv begins to "catch fire" and the price of sets is gradually lowered, the number of sets sold is expected to approximate 100,000 a year and attain the 500,000 mark by 1963. Set owners, he said, also are required to pay a $10 license fee to the government.

In addition to TCN-TV, owned by Television Corp. Ltd. and H-SV-TV, owned by the Herald-Sun Television Ltd., Mr. Michelson said, there are two other commercial outlets in Australia, ATN-TV Sydney and GTV-TV Melbourne. In addition, there are government-owned, noncommercial stations in Melbourne and Sydney.

Expansion Later This Year

The commercial stations operate only in the evening, Mr. Michelson said, remaining on the air about 2½ hour per day on weekdays and about four hours on Saturday and Sunday. It is expected that by May 1, the stations will be programming about four hours each day.

Mr. Michelson, who has been operating his company for 23 years, primarily as a distributor of transcribed radio programs and sound effects, serves the Australian tv stations as a film buyer, equipment buyer and liaison with advertising agencies purchasing time and programs for clients on the outlets. He estimates that 70% of the programming currently on Australian commercial stations is American-produced.

It is in purchasing U. S.-produced tv programs that the difficulty arises because of the Australian government's policy of blocked currency under which Australian pounds are not permitted to leave the country, according to Mr. Michelson. At the outset of commercial television, he said, the government permitted a certain sum to be spent outside the country by the station only for program and equipment procurement. He is "hopeful" that some arrangement can be made to permit "a steady flow" of U. S. programs to Australia.

Among the U. S. companies with Australian affiliates who currently are sponsoring programs on the stations he represents, Mr. Michelson revealed, are the Coca Cola Bottlers, Kellogg Co., Chesebrough-Ponds, Sunbeam Corp., Lever Bros., Max Factor & Co., General Motors and W. A. Sheaffer Pen Co.

The current thinking in Australia is that there will be no additional commercial tv stations for the next three years, according to Mr. Michelson. It is hoped that by that time there will be a sufficient number of sets and a growing acceptance of the medium by the public and the advertiser to warrant the establishment of other outlets.

CBC to Hear Requests For Radio, Tv Stations

APPLICATIONS for three new radio and one new television stations, as well as power changes, will be heard at the March 15 meeting of the board of governors of the Canadian Broadcasting Corp., in the Canadian Senate at Ottawa.

A radio station is being requested for Kitimat, B. C., site of what will be the world's largest aluminum smelter, 400 miles north of Vancouver. In 1950 the area was still virgin wilderness with only one small Indian village. Now close to 10,000 people are living in the area and the townsite for a population of 50,000 is being built. International Radio and Television Corp. Ltd., is applying for a 1 kw station on 1140 kc.

At Huntsville, Ont., 160 miles north of Toronto, Lloyd Olan is asking for a station license on 1340 kc with 250 w power. At Melfort, Sask., a license is being requested by Melfort Broadcasting Co. Ltd., for 250 w on 1240 kc.

First Canadian application for a television station with satellites is being requested by Okanagan Valley Television Ltd., at Kelowna, B. C. Financially pooled are resources of CKOV Kelowna, CKOK Penticton, B. C., and CJIB Vernon, B. C. Main transmitter is to be at Kelowna, on ch. 2, with 3.7 kw video and 1.65 kw audio, and antenna 98 ft. high. A satellite is to be located at Penticton on ch. 13, with 300 w video and 160 w audio, and directional antenna at 108 ft. A second satellite is to be at Vernon, on ch. 7 with 310 w video, 155 w audio and directional antenna at 112 ft. height.

CKVL-FM Verdun, Que., is requesting permission to program separately from CKVL (AM) between 6 p.m. and midnight on a bilingual basis. CKVL-FM now broadcasts programs of the am station.

CKSO-TV Sudbury, Ont., first privately-owned Canadian television station to go on the air (in 1953) is asking for permission to increase power from 1.74 kw video to 30 kw video and from 870 w audio to 16 kw audio, on ch. 5. Station will change its antenna from 276 ft. above average terrain to a directional antenna 284 ft. high.

CKPR Fort William, Ont., is requesting power increase from 1 kw on 580 kc to 5

Because . . . in Memphis . . . *"There's more to see on* **Channel 3"** . . .

First BY A.R.B.!*

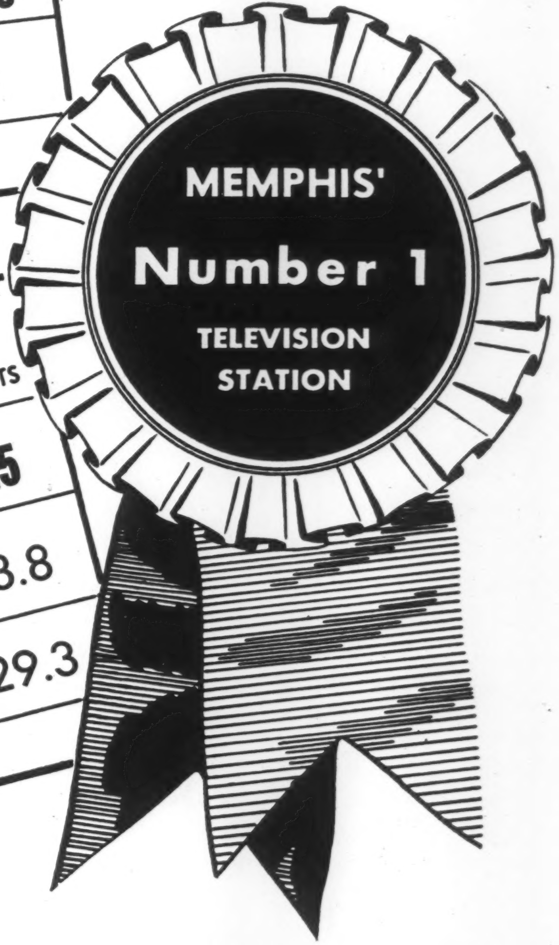
WREC-TV	STATION "B"	STATION "C"
42.8	32.3	28.6

*A.R.B. Report, November, 1956, Sign-on to Sign-off, Sun. thru Sat.

First BY PULSE!*

STATION	LEADS IN QUARTER HOURS	TOTAL RATING POINTS
WREC-TV	**186**	**4,538.5**
STATION "B"	87	3,823.8
STATION "C"	32	2,729.3

*Pulse, November, 1956, Sign-on to Sign-off, Sun. thru Sat.



Delivering top coverage of the great Memphis and Mid-South Market with: 1. Top Shows! 2. Highest Antenna (1349 Feet Above mean Sea Level)! 3. Full Power!

CBS TELEVISION

WREC-TV

CHANNEL 3 MEMPHIS

Represented Nationally by The Katz Agency

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS

Where local "know-how" delivers the local touch.

PORT HURON, MICHIGAN

Represented Nationally by Gill-Perna

For Detroit — Michigan Spot Sales

THERE'S ONLY ONE LEADER...

KXLF-TV4 MONTANA

THE CONTINENTAL DIVIDE STATION, BUTTE

XERG

2,500 WATS

Radio Laredo S.A.

1090 Kc.

CLEAR CHANNEL BOX No. 8 N. LAREDO, TAMPS. MEX.

kw on the same frequency. CKOT Tillsoburg, Ont., daytime station, wants to increase its power from 250 w to 1 kw on 1510 kc. CHRC Quebec, Que., is requesting an increase in power from 5 kw to 10 kw on 800 kc. CHEX Peterborough, Ont., is applying for an increase from 1 kw on 1430 kc to 5 kw on 980 kc.

A transfer of control is being asked by CHCT-TV Calgary, Alta., from Calgary Television Ltd., to Fred Shaw. Present operating company includes financial interests of the three Calgary radio stations—CFAC, CFCN and CKXL. Fred Shaw is president and managing director of CKXL.

Share transfers are being requested by a number of stations, including CKLW-AM-TV Windsor-Detroit, where the request is for transfer of 100 common shares.

Canadian Tv Set Sales Decrease But Radio Sales Rise During '56

FEWER television receivers but more radio receivers were sold in Canada in 1956 than in 1955, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada.

A total of 612,871 tv receivers were sold in Canada in 1956, compared to 776,536 in 1955. Most of the sets sold were in 21-inch screen class. Geographically the four Atlantic coast provinces accounted for 51,742 sets; Quebec for 170,819 sets, with 114,082 sold in the Montreal area alone; Ontario for 229,944, with 90,126 in the Toronto metropolitan area; the three prairie provinces for 112,009, and British Columbia for 48,357 sets.

A total of 577,205 radio receivers were sold in 1956 compared with 523,066 in 1955. Of the total, 358,426 receivers were for home use, 43,380 were portables, 130,435 were automobile sets, and 44,964 were combinations with phonographs.

Detailed Audience Data Given In Survey by Canada's BBM

FIRST time-period audience survey of the Bureau of Broadcast Measurement, Toronto, Ont., gives more detailed audience data than has hitherto been available in Canada, according to Clyde MacDonald, BBM director. Recently published, the new audience rating system covers 144 areas throughout Canada by half-hour periods from 6 a.m. to midnight and provides both urban and rural coverage. A firm estimate of out-of-home tuning is also contained in the report.

BBM now has 131 radio stations, 27 television stations and 100 advertisers and advertising agencies as members. The Canadian Broadcasting Corp., operating 20 radio and eight television stations, dropped out of BBM last year.

Mr. MacDonald also announced a second survey, to cover at least 155 areas in Canada.

Audience Measurement Group Formed by Canadian Foundation

A BROADCAST audience measurement committee has been formed by the Canadian Advertising Research Foundation of the Assn. of Canadian Advertisers. This committee, headed by Robin Merry, Lever Brothers Ltd., Toronto, Ont., is sending a questionnaire on all phases of broadcast measurement requirements to advertisers, agencies, Canadian Broadcasting Corp. officials, and private radio and television station officials. Findings will be put in composite form to give a picture of requirements throughout the industry.

A list of specifications will be drawn up from the committee's findings which will be made available to research organizations intending to establish broadcast measurement systems in Canada.

Broadcasting personnel on the committee include Dennis Whittaker, CHML Hamilton, Ont., and Rae Lewis and Dr. Joe Patton, both of CBC, Toronto.

Tv Set Total in West Germany Increases 140%, Nears 700,000

THE NUMBER of registered, licensed television sets in West Germany and West Berlin increased by 140% in 1956, with the total now close to the 700,000 mark. Tv set total is expected to double by the end of 1957, officials report.

These figures, however, do not include an estimated 200,000 sets which are operated illegally—that is, without a license.

Bavarian Radio and Radio Free Berlin presently are the only two organizations having commercial segments in their otherwise non-commercial schedules. Bavarian Radio reported a total of 55,731 registered tv sets January 1, 1957, within its assigned coverage area, and Radio Free Berlin cited 29,805 sets at the start of the year.

Both South West German Radio and South German Radio are contemplating introduction of commercial tv, which would add another 91,604 sets to the total commercial circulation in West Germany.

INTERNATIONAL PEOPLE

Peter N. Harricks, radio time sales division of All-Canada Radio Facilities Ltd., Toronto, Ont., to manager of broadcast services division.

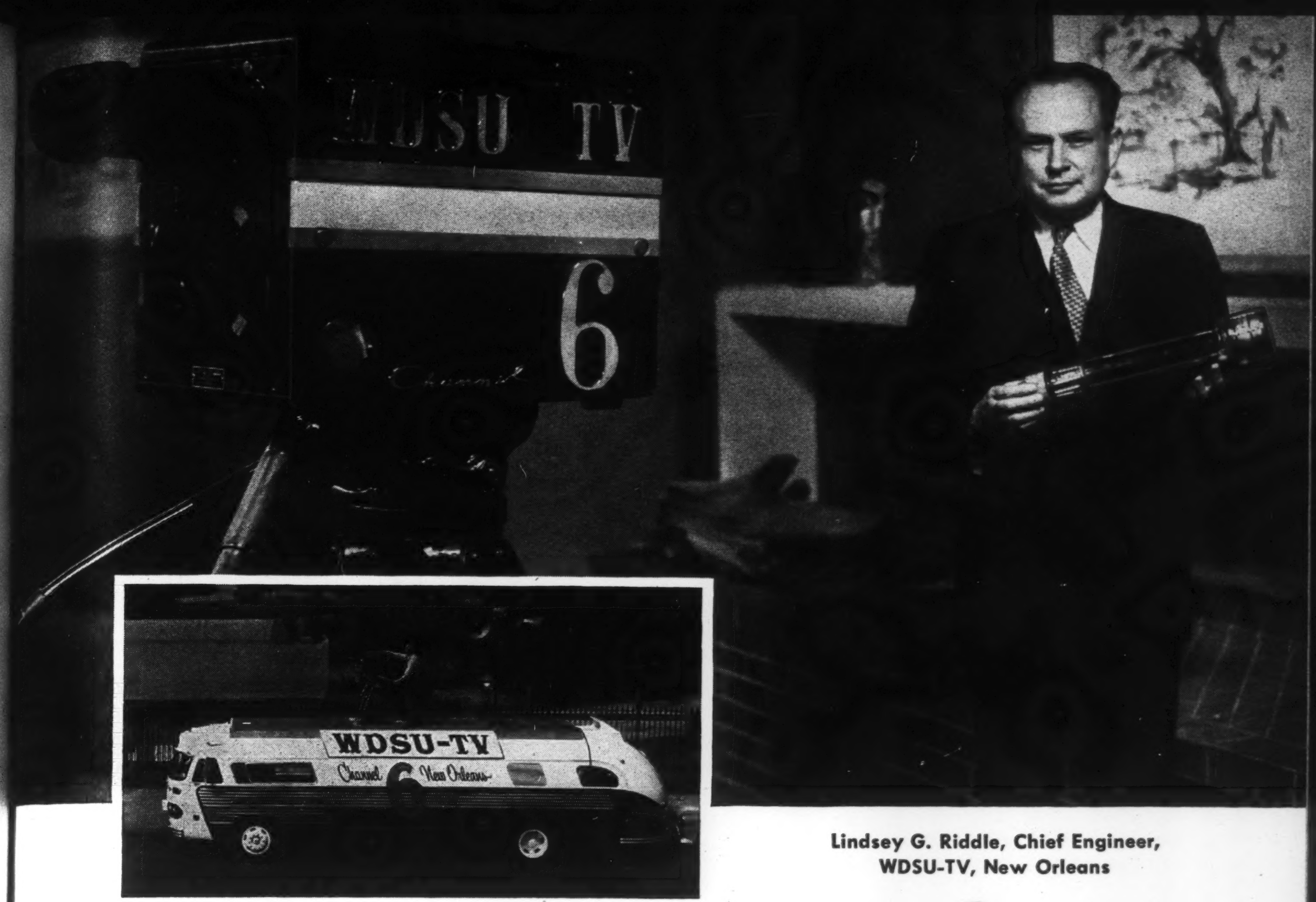
Wilf Garnham to sales representative of TelePrompTer of Canada Ltd., Toronto, Ont.

Jhr W. Van Andringa De Kempenaer, president of Netherlands Adv. Assn. and managing director of Joh. Enschede en Zonen Grafische Inrichting N.V. of Haarlem, Holland, will discuss various phases of advertising in Holland today (Monday) in talk before Intl. Advertising Assn. at Hotel Roosevelt in New York.

Dick MacDougal, 41, one of Canada's leading radio and tv personalities, died of heart ailment at Toronto, Ont., on Feb. 14, after a month's illness.

INTERNATIONAL SHORTS

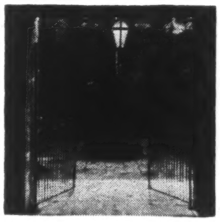
Security Storage Co., Edmonton, Alta., signed to sponsor *Tv Reader's Digest* in Canada over CBWT (TV) Winnipeg, CHCT-TV Calgary, CKCK-TV and CBUT (TV) Vancouver, raising total markets on series to 40. Agency: James Lovick & Co., Vancouver.



Lindsey G. Riddle, Chief Engineer,
WDSU-TV, New Orleans

Says:

"WDSU-TV relies on G-E camera-tube quality, both for studio and remote work!"



"From earliest times, New Orleans has insisted on the best in entertainment. General Electric camera tubes help us hold to this tradition by giving viewers clear, sharp TV pictures, whether they originate in our studios or at remote locations served by WDSU-TV's mobile unit.

"Besides the quality performance of G-E camera tubes, we like the prompt service and all-around co-operation we get from local General Electric distribution. Fast tube deliveries are made to our door . . . any claims or adjustments are handled fairly and with a minimum of paperwork and delay.

"Packaged for safe handling and compact storage, G-E camera tubes have proved to be a sound inventory investment for WDSU-TV, as well as a help to us in maintaining high picture standards. Our experience has been favorable in every way."

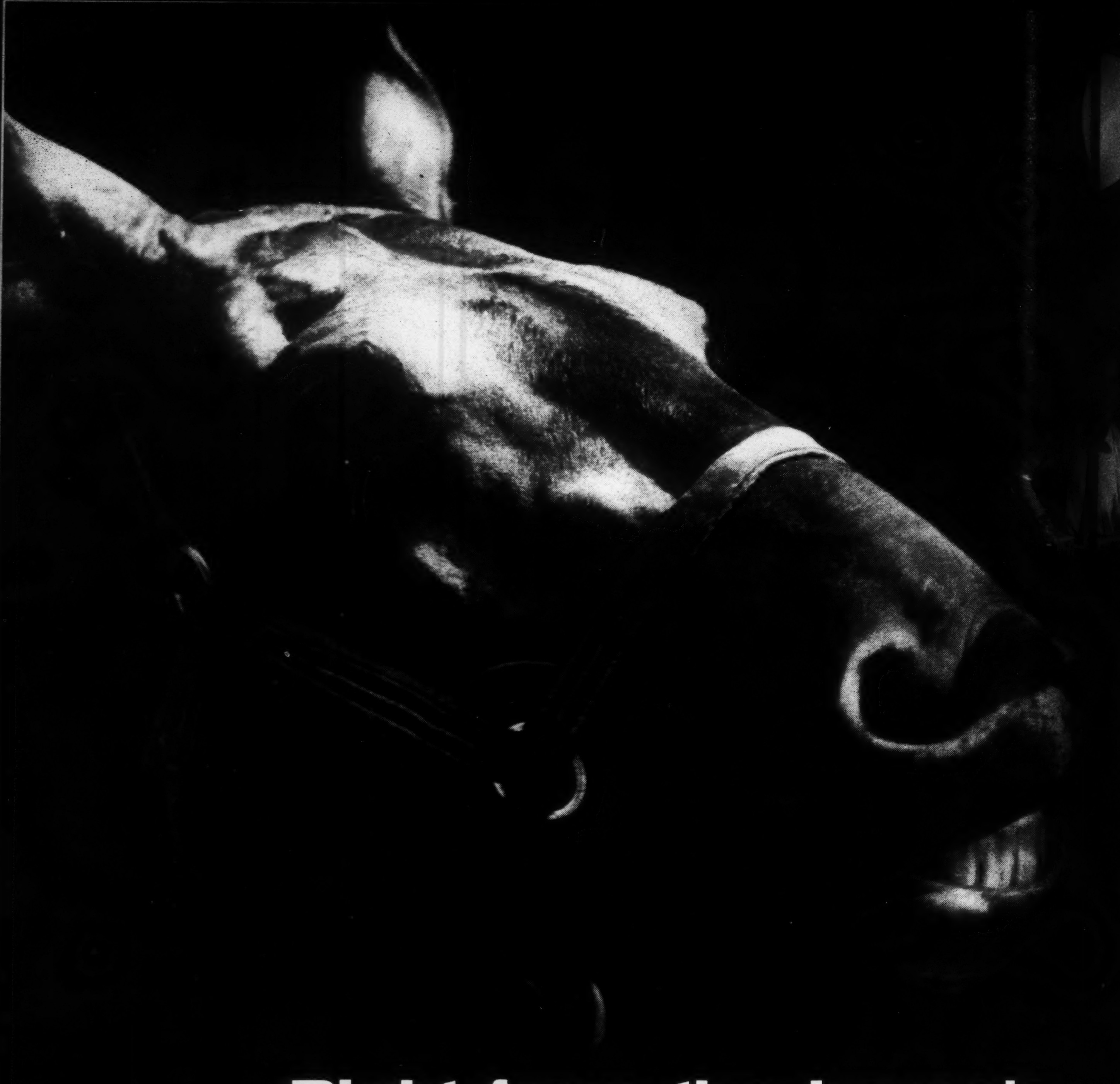
* * *

Your General Electric tube distributor offers you the same advantages of top camera-tube performance . . . fast delivery . . . close, friendly cooperation. Phone him today! *General Electric Company, Electronic Components Division, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1G1



Right from the horse's

To make sure you say what you mean . . . mean what you say!—put your message on film . . . check and recheck it with real live audiences before it's finally aired. Then there'll be no "fluffs"—no fault to find with what's said and done.

Furthermore, you schedule to best advantage, save time and money—when you use EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Be sure to FILM IN COLOR . . . you'll be glad you did

mouth!

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and
distribution of Eastman
Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.;
Hollywood, Calif.

NCAA RELEASES TV FOOTBALL PLAN

A BROADER plan for national-regional football telecasts this fall was distributed to the National Collegiate Athletic Assn. membership last Monday.

The plan,—based on recommendations of its 1957 Television Committee—is basically similar to last year's program except for provisions designed to meet requests of the Big Ten and other conferences or more sectional tv exposure in their respective areas [B•T, Feb. 11].

Major variations call for setting aside (1) nine national and four regional television dates; (2) two national telecasts for split network coverage of two games, and (3) at least one nationally-televised game from each of NCAA's eight districts.

Concession to state legislative pressures is made in the 1957 plan by permitting "the home college's institutionally-owned educational television station" to carry any "sellout" game "provided it operates entirely on a non-commercial basis."

As anticipated earlier, the Big Ten describes the plan as "definitely an improvement" over the 1956 blueprint because it offers the "potential" of more games (as many as seven) featuring Big Ten schools and U. of Notre Dame on telecasts coming into Dist. 4 from an outside area.

The plan, however, is not regarded by the Western Conference as "totally acceptable" at this time. It was to be presented to the Big Ten's tv committee and conference at meetings late this past week, according to William Reed, assistant commissioner.

In the absence of more actual regional playing dates—and its own "three appearance, one-rule" plan, giving schools more autonomy on selection of appearances—the conference has favored an arrangement whereby either a Big Ten or Notre Dame game would be made available on tv in the midwest area each week during the NCAA 13-week season.

Vote Deadline This Week

Under the 1957 plan—on which NCAA member schools will vote in referendum by midnight Feb. 28—the balance of national and regional telecasts is changed from the eight-and-five arrangement of last year. Individual member schools may appear once each on national and regional tv dates, or twice regionally—with "certain exceptions" to meet "special situations."

Five of the nine national tv dates are specified in the present plan, with four additional Saturdays to be chosen by the sponsor(s) within a fortnight after the NCAA Tv Committee awards the national rights. Group will hear sponsor bids early in March, it was indicated. Advertisers also will select two dates for split network coverage of two games.

Five dates already selected are Sept. 21, Oct. 5, Nov. 28 (Thanksgiving Day), Nov. 30 and Dec. 7. Member colleges will be permitted to make their own arrangements for regional tv appearances on the four Saturday dates set aside for intra-district telecasting—subject to the usual two-appearance rule—once national arrangements are consummated.

Coverage by state-supported educational tv stations represents a new twist to this year's program, obviously in deference to pressures from the Indiana and Ohio legislatures, which are studying bills to force telecasts of U. of Indiana, Purdue and Ohio State [B•T, Jan. 28].

Thus,—within the Big Ten periphery—it would be possible for WOSU-TV Columbus, WILL-TV Urbana-Champaign, WKAR-TV East Lansing, and other educational outlets to televise "sellout" contests, respectively, of Ohio State, U. of Illinois, Michigan State U. and other schools. (Purdue is not a state university.) On the other hand, WOI-TV Ames presumably would be deprived of such privileges for Iowa State College (non-Big Ten member) games because it operates on a commercial basis.

East-West Tv Network Names Nine New Associate Offices

EAST-WEST Tv Network, Toledo, Ohio, independent supplier of closed-circuit projection equipment, has announced appointment of nine associate offices in as many cities.

New offices are Trident Films Inc., New York; Professional Electronic Products Inc., Pittsburgh, Pa.; Robert F. Blair, Cleveland; Mike Bowdon, Cincinnati, Ohio; James F. Mulqueeny, Chicago; Northwest Sound Service Inc., Minneapolis, Minn.; Ivo Distributors, Los Angeles; Commercial Electronics Inc., Dallas, and Mutual Electronic Supply Inc., Seattle, Wash., and Portland, Ore.

During past year, East-West has furnished equipment to Sheraton Closed Circuit Television for such accounts as BBDO, Packard, Dodge, Swift's and Armour, and has serviced Bruce B. Brewer agency, Visual Electronics of New York City and others, plus individual hotels.

PROGRAM SERVICE PEOPLE

William J. Lochen, department manager, A. C. Nielsen Co., to vice president in charge of Chicago production departments for firm's food-drug division.

James W. Ryan, United Press, Boston, named manager of new UP bureau in Springfield, Mass.

John McAlpine, supervisor of Copyright-License Dept., Capitol Records Inc., Hollywood, named royalty-license supervisor, succeeding **Roland Fribourghouse.**

George Avakian, eastern director of popular albums, Columbia Records Inc., subsidiary of CBS Inc., appointed head of popular album department.

PROGRAM SERVICE SHORTS

Capitol Records Distributing Corp., Hollywood, has opened branch in Baltimore.

ON THE DOTTED LINE

LAUNCHING of a three-year spot saturation campaign for American Airlines on KNX Los Angeles was the occasion for a luncheon attended by (l to r) Fulton Wilkins, KNX eastern sales representative; Jules Dundes, CBS Radio vice president in charge of station administration; C. L. Smith, vice president of Lennen & Newell, agency for American Airlines, and Gordon F. Hayes, general manager of CBS Radio Spot Sales, national spot representative for KNX.

NEGOTIATONS for half-sponsorship of 18 Indianapolis Indians baseball telecasts on WTTV (TV), that city, have been completed for George Wiedemann Brewing Co., through Tatham-Laird Inc., Chicago. Signing pact is Donald Grasse, agency broadcast media manager, in the presence of (l to r) Norma Cissna, The Meeker Co., representative; Frank Willis, WTTV national sales manager, and Keith Wilson, merchandising director of the Indianapolis station.

A 52-WEEK contract for a heavy schedule of announcements on WTRF-TV Wheeling, W. Va., is signed by Don West, manager of the Sears Roebuck & Co. store in that city. The contract was the result of a recent warehouse sale by the store, which had contracted for promotion of the event on an exclusive basis with the tv station. With Mr. West are Dave De Prospero (l) WTRF-TV account executive, and H. Needham Smith, the station's sales manager.

ESTABLISHING co-sponsorship of the Paul Coates *Confidential File* show over KTTV (TV) Los Angeles every Sunday at 9 p.m. are officials of the station and of the Plymouth Dealers of Southern California, the new co-sponsor. L to r: Ray Vane, president of the dealers' association; Richard Moore, KTTV president; Mr. Coates, and Lloyd Gregg, chairman of the association's advertising committee. The Coates show is one of two KTTV buys by the Plymouth Dealers, whose agency is Stromberger, LaVene, McKenzie. *Mr. District Attorney,* on ch. 11 (Sat., 9 p.m.) is co-sponsored.

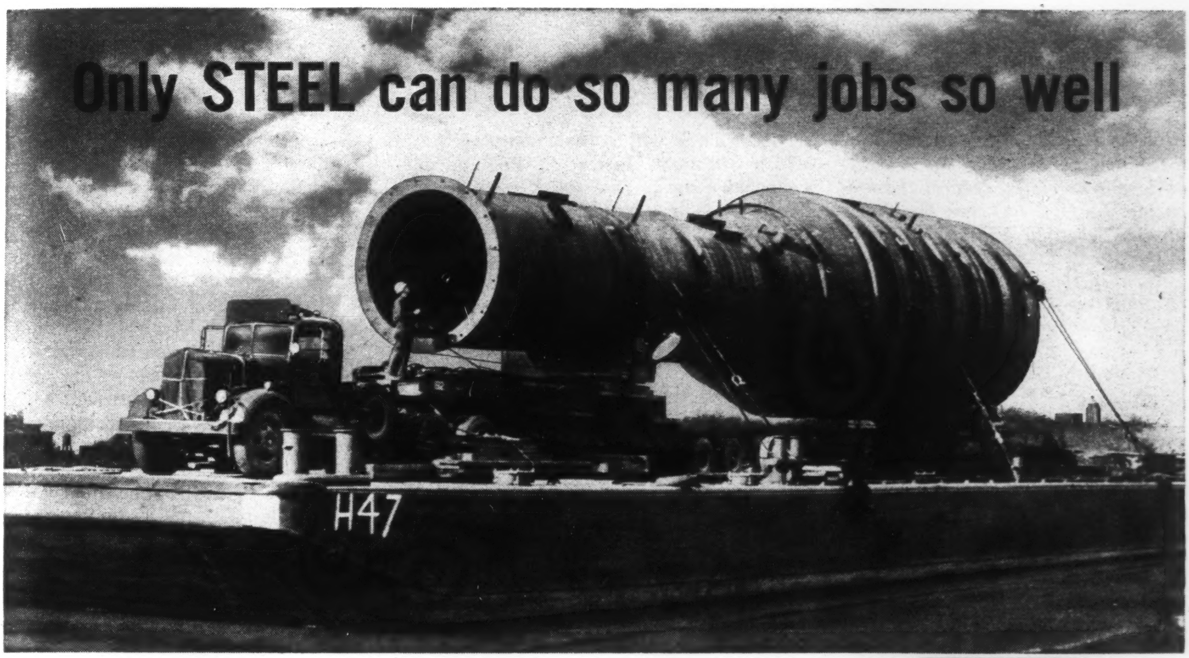
A CONTRACT for area news coverage on WGEM-TV Quincy, Ill., by Hill-Dodge Bank of Warsaw, Ind., is signed by Cy Phillips, bank president. The 26-week pact is for the *Flying Reporter* regional series. Present at the signing of the agreement are (l to r) Big Jim Smith, "Flying Reporter"; Ben Stewart, WGEM-TV commercial manager and Joe Bonansinga, WGEM-TV general manager.

MARKING the initiation of a 52-week *Weatherman* schedule sponsored by the Atlantic Refining Co. over WBOC-TV Salisbury, Md., was a reception attended by Atlantic and station officials at WBOC-TV studios. The Salisbury station is the 20th one to air the five-a-week, five minute *Weatherman* schedule. Among the nearly 50 dealers and representatives of the sponsor and the agency at the reception were (l to r) Dawes Walter, Atlantic's advertising department; Charles J. Truitt, station general manager; weatherman Larry Lambeth; R. S. Zinn, Atlantic's district sales manager, and T. J. Donohue, N. W. Ayer & Son Inc.

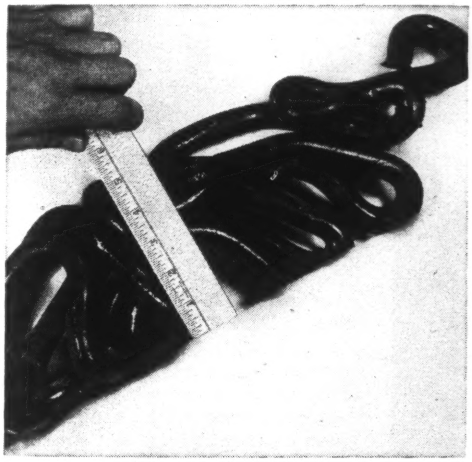
➔

TEMPERATURE
ATLANTIC

Only STEEL can do so many jobs so well



Through The Slough. This 75-ton gasoline "splitter" was made by U. S. Steel's Consolidated Western Steel Division in San Francisco. It was so huge that it had to be shipped on a sea-going barge through an old slough (tidal creek) that hadn't been used for 50 years and was specially dredged out for the journey.



The Mysterious Bends. This "sucker rod" was pulled from an oil well in which the casing had collapsed. This 14-foot sucker rod had been twisted into an 18-inch pretzel, yet it didn't break or even crack! The rod was made by the Oil Well Supply Division of U. S. Steel.

12-Ton Stainless Steel Propeller. A typical Great Lakes ore boat will develop about 4,000 horsepower. But newer models turn out 7,000 hp., and need stronger propellers to harness this extra energy. These blades were made from Stainless Steel: it casts easily, resists fatigue, and is easy to weld.

UNITED STATES STEEL

USS

AMERICAN BRIDGE . AMERICAN STEEL & WIRE *and* CYCLONE FENCE . . COLUMBIA-GENEVA STEEL
CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE . . OIL WELL SUPPLY
TENNESSEE COAL & IRON . . UNITED STATES STEEL HOMES . . UNITED STATES STEEL PRODUCTS
UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other Wednesday evening by United States Steel. Consult your local newspaper for time and station.

7-610

WILL TELEVISION REPLACE SEX?

Not likely, but that's about all it won't by 1984, says KABC-TV's Seligman

THE OPINIONS in the article that follows are those of the author, Selig Jacob Seligman, and do not necessarily reflect those of this magazine. In fact, B•T has no knowledge that Mr. Seligman himself is making book on the predictions he details below. Be that as it may, the editors find it a fascinating—if fantastic—account of what electronics may do to the future of man.

This is a condensed text of a speech Mr. Seligman, general manager of KABC-TV Los Angeles, made to the Los Angeles Advertising Club last Tuesday.

BY 1984 we shall have solved every problem concerning size, weight, dimension, adaptability and mechanics, of our television devices.

The television picture will have true definition and dimension, with perfect color and no limitation as to size.

Our screens will be full wall size, curved for 3D, completely portable. We will have numerous smaller screens for specialized services, indoors and outdoors, special reading screens, wrist watch or pocket size personalized intimate screens.

Sound systems will be stereophonic with hi-fidelity and directional audio.

The television camera as we know it today will be largely obsolete. It will contain no tubes nor even transistors, but will operate with types of radiations that will not be visible to the naked eye. We will have developed a television camera that will be able to take clearly defined pictures in pitch blackness, thus eliminating all problems of lighting. Theatrical or dramatic lighting will be accomplished by remote controls in our studios and superimposed electronically over the subject rather than actually being a part of the subject while it is photographed. The size of the tv camera should be no larger than a box of cigarettes and should weigh less than a pound.

The transmission of television signals over the entire surface of the world will have been fully accomplished. The existing microwave link will be obsolete. Information will be relayed all over the surface of the earth by bouncing tv signals off a succession of satellites, man-made, which would then be circulating the earth at regularly spaced intervals, linking the entire world in a communication network through television.

The bandwidth of existing television will be greatly increased by operation in new frequency ranges now being explored. Television stages will be manned primarily by cameras that are automatically moved into various positions by remote automation controls. These controls can either be completely pre-set or will respond to voice commands.

There should be virtually 100% coverage of the entire civilized world with television receivers. These receivers will also link interchangeably with telephone devices and with various automation and computer devices. They will contain simple controls which will adapt them to flexible and interchangeable uses.

All telephones will be capable of linking into various of the screens we possess so that private persons may see each other when they telephone if they so chose.

Tape recording devices will be available which will allow us to record any television program at any time for immediate playback.

Instead of a baby-sitter, you will be able to train a television camera on the baby you leave at home, visit a friend and on their television monitoring screen observe the child and hear every sound it makes no matter where you are.

The conventional motion picture camera will be obsolete. Pictures for home use will be electronically recorded on tape and capable of immediate projection through the television screen system.

Connected with the various tapes and recording devices will be printing devices so that in addition to mechanisms permitting playback, any particular item which can be electronically transmitted would also be capable of immediate recording on paper. These transmitting and recording devices would have their impact on the publishing industries, on books, magazines and newspapers. Thus it is possible that future books would be published and distributed as follows: If you want a book you would make arrangements through some central billing organization to pay whatever fee is involved in the purchase of the book. This would result in the transmission of a special signal which would allow you to tape record the book on highspeed recorders in a matter of seconds.

FORECASTER SELIGMAN

A WORLD WIRED FOR SIGHT AND SOUND

Thus the delivery of the morning newspapers would be accomplished in virtually the same manner with highspeed tape recording and leisurely playback by the reader.

At the present time we estimate there are more television sets in use in the world than there were people at the time of Christ.

Since we will have interconnected world television in 1984, we estimate that the number of individual homes a program could conceivably reach might be around 5-600 million. Of course each home would have many screening devices so that the number of sets in use would approach 2 billion.

Average cost for programming an international network half hour could approach $400,000, exclusive of time charges; write your own figures for the great international spectaculars . . . try $5 million as a starting point.

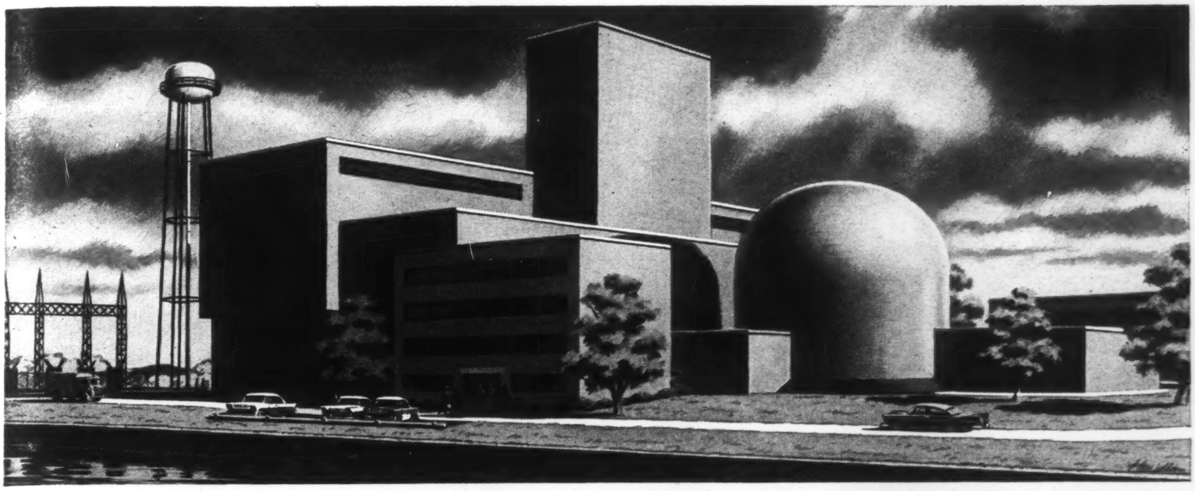
Sponsors? Virtually every major producing company would have an international market for his goods.

Language barriers? There will be a great impetus towards the establishment of a single language for the world . . . but until that is fully accomplished, local national stations could superimpose titles over international foreign language telecasts.

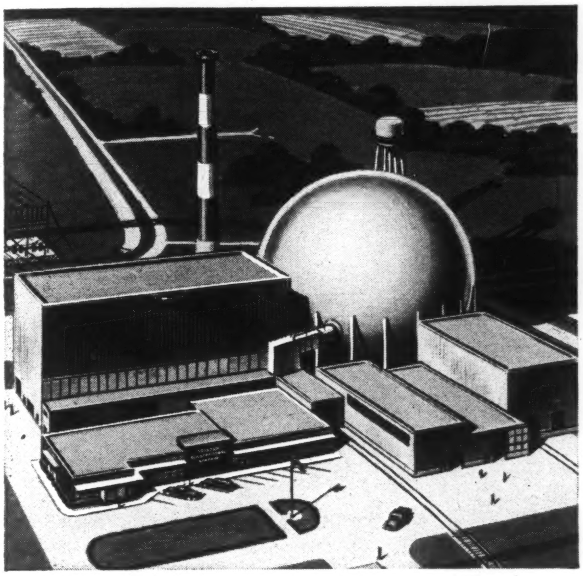
Exploration programs would be especially popular until we have exhausted that subject. Remote broadcasts will be accomplished by our attaching flying apparatus to our small television camera and transmitting it to any point in the world by remote controls. If human beings are available at the other end of the telecast, portable screens, and two way conversations could also be employed. And since the science of air transportation will by then have reached great levels of development, as a final touch if we want to transmit a crew or an interrogator directly to the spot, it would be possible to send any human being with high speed in safely controlled missile type aircraft to any place on earth in a matter of minutes.

Our satellites will be equipped with television cameras which will provide a constant monitoring of the entire surface of the earth. These monitoring devices will be used on a political level, to constantly examine world activities and to prevent the start of any aggressive acts of warfare among nations. They will also be available to commercial television to record any unusual activity that takes place when it takes place. Thus they will be able to spot a flood in Egypt, a hurricane in Japan and so forth and bring them to the world's attention on news programs, etc.

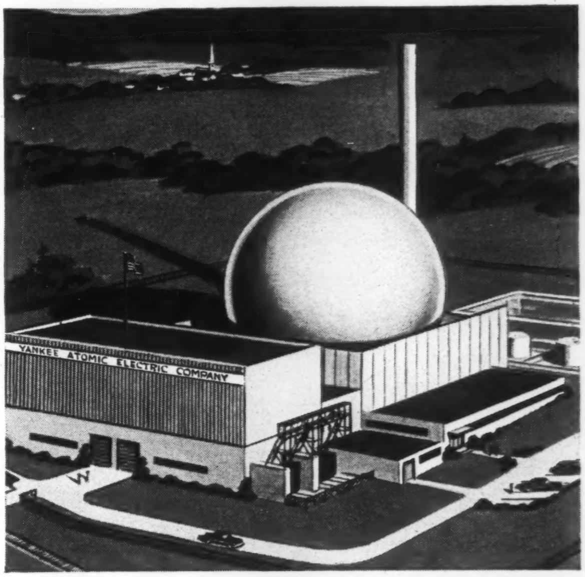
Distribution of goods and sale of materials would take place in the following way. Let us say that Mrs. Jones is ready to order food from the supermarket. She will phone the market and plug in her viewing screen. Cameras will monitor shelf displays which will present the food, any sales material connected with it, the price and code number. Mrs. Jones will make up her shopping list,



Enrico Fermi atomic power plant *is under way near Detroit through the joint efforts of 18 electric companies. A group of equipment manufacturers and the Atomic Energy Commission are also associated in the project.*



Dresden, Illinois, plant *is being developed by 7 electric light and power companies, their equipment manufacturers, and with the co-operation of the AEC.*



Yankee atomic-electric plant *is being developed by 12 New England electric companies. A number of equipment manufacturers and the AEC are participating.*

What will atomic-electric power plants look like?

Among the atomic-electric power plants now under way, three will look like the drawings above when completed.

Although they appear somewhat alike, each involves different methods, different materials, a different type of atomic reactor or "furnace." That's because the electric companies, the equipment manufacturers and the U. S. Atomic Energy Commission—who are all participating in atomic development—are searching for the best ways to produce electricity, using atomic energy as fuel.

The development of atomic-powered electric plants is the latest stage in bringing plentiful electricity to America. You can be sure that electric company skills and experience, acquired in 75 years of service, are being applied to this great new job.

Non-technical booklet, *"Electric Power from the Atom,"* gives 32-page survey of atomic-electric development. Write for a *free* copy to Atom, Box 400, New York 19, N. Y.

America's Independent Electric Light and Power Companies*

**Company names on request through this magazine* ordering by quantity and using code numbers. She will then plug in the supermarket recording station and place her order which will be tape recorded by the supermarket for servicing and billing purposes. The centralized billing service will record and charge what Mrs. Jones has ordered and submit appropriate monthly bills. Automatically, the supermarket copy of the order will be placed into automation mechanisms which would relay the order to supermarket vehicles, patrolling various neighborhoods. Mrs. Jones' order will be packaged and delivered to her home from one of these patrolling vehicles in a matter of minutes.

All billing services for any of mankind's activities, be they medical visits, purchase of services, purchase of goods, etc., will be in the hands of a few central computing companies which will record charges on universal charge plans and bill people directly through television tape mechanisms, transmitted directly to the home screen. The question of credit will be solved by devices whereby an immediate check on a person's credit and his ready visual identification could be made from any place on earth through television mechanisms. Collection expenses and difficulties would be almost non-existent since it would be essential for all persons for their own convenience to be able to use centralized billing services. Therefore, a threat from the collection agency that credit and billing service would be suspended for non-payment of bills would bring ready compliance.

Automation through highly developed control and computer machines would make it possible to pre-set almost all of the production and transportation requirements of man. Thus, entire factories would be operated by centralized computing and automation mechanisms. Television cameras would be strategically located throughout the factory where direct control observations are needed. In the central control room various monitors would permit a single observer to supervise the overall running of a factory both by instruments and visually through television. The same would apply to railroad, ocean and air transportation where pre-set flights would take place, monitored by television and not requiring the services of pilots and engineers, with their attendant human frailties.

The personal automobile of tomorrow will be lightweight, powered by atomic energy and capable of interchangeable flight in the air, on land, over or under water. It will be completely enclosed with visibility for the occupants obtained through television viewing screens. The enclosure will virtually remove the possibility of serious accident which would also be controlled by radar and electronic safety devices which would make collisions impossible, since these mechanisms would automatically force objects to remain a certain distance from other moving or dangerous objects.

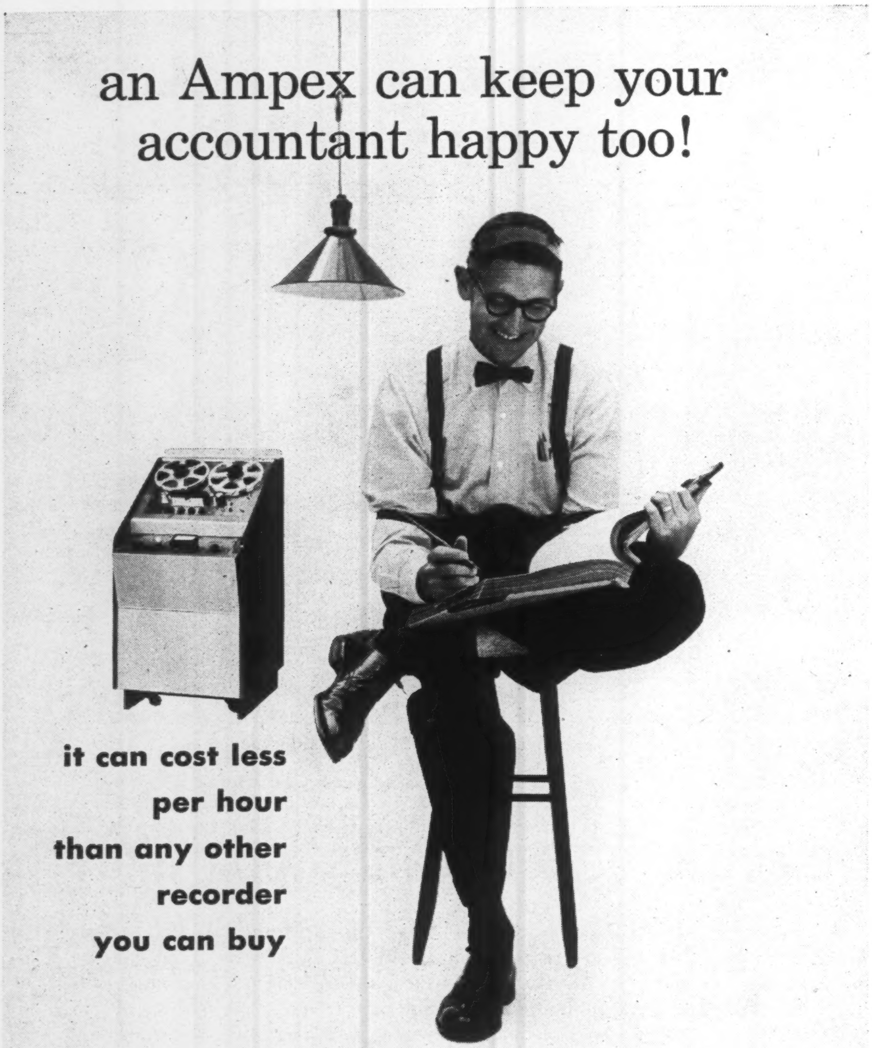
Television cameras would be mounted in the warheads of guided missiles and other weapons making it possible for mechanisms either of transport or of destruction to be launched at high speeds then slowed to low speeds and guided directly to the target visually by the monitored observation of the television camera. Thus an H-Bomb aimed at a city 10,000 miles away could be launched so that it could cover the first 9,900 miles in a matter of minutes then slowed down so that the last few miles could be observed fully by television and then sent by direct control precisely into the target area.

Revolution in Ratings

Recording and monitoring television devices will finally solve one of the great problems of television, namely the rating services. Instead of the ARB, Nielsen, Tele-Pulse and Trendex disputes we would be able to take electronic rating and recordings of the viewing popularity of anything transmitted, and obtain all major marketing data.

The widespread use of television screens and cameras would virtually remove the necessity for public assembly. University courses and education in general will be from the studio to the home directly. Even examinations can be accomplished this way with answers recorded on tape and monitoring mechanisms available so that cheating, etc., would be impossible. The motion picture theatre, legitimate theatre, the concert hall, the sports arena would all have a considerably minimized impact since almost duplicate or substitute entertainments would be readily available with greater convenience. Consultation with doctors, observations of scientific experiments, etc., would all be done on two way television unless there is need for actual physical contact between the persons involved.

That briefly is the picture of television as I see it for 1984.


an Ampex can keep your accountant happy too!
it can cost less per hour than any other recorder you can buy

A few cents per hour is all it costs in the long run . . . because year after year an Ampex continues to perform within original specifications (18,000 known hours of service in one actual instance). Inevitably it requires fewer adjustments and parts replacements than machines of lesser quality.

And because an Ampex is the recorder that everyone wants, it maintains the highest percentage of its original value. For lasting economy, buy the best — buy Ampex.

For further information, write to Dept. D 2290

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AMPEX
CORPORATION

BEGIN YOUR RADIO ENGINEERING YEAR

WITH MORE THAN 800 NEW IDEAS!

No wonder engineers say the radio-electronics year begins in March! This year, the manufacturers and suppliers for this 12 billion dollar and still growing industry require all 4 floors of New York City's Coliseum to show you their new ideas.

834 exhibitors representing more than 80% of the industry's productive capacity will display all that's new in equipment, component parts, instruments and production at *The Radio Engineering Show.* Attending the Show gives you an opportunity to talk with the men responsible for these newest advances in radio-electronics. The 55 technical sessions of *The IRE National Convention,* with over 200 new papers presented by 22 different professional groups, will also inform you of up-to-the-minute developments in your specialized field of electronics.

Begin the year right. See and hear all that's new in 1957 radio-electronics. Plan to attend or, better still, make your reservations today!

REGISTRATION: IRE Members $1.00
Non-members $3.00

MARCH 18-21

The **IRE**
National Convention
Waldorf-Astoria Hotel
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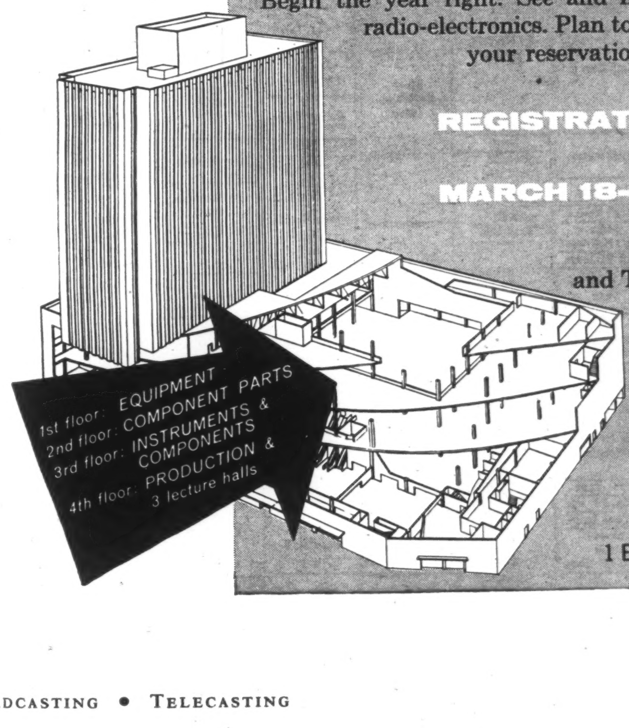
Coliseum
New York City


1st floor: EQUIPMENT
2nd floor: COMPONENT PARTS
3rd floor: INSTRUMENTS & COMPONENTS
4th floor: PRODUCTION & 3 lecture halls

The Institute of Radio Engineers

1 East 79th Street, New York 21, N. Y.

COMPARATIVE NETWORK AM SHOWSHEET

	SUNDAY				MONDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
6:00 PM	Mon. Morning Headlines	News F.B.I.	TBA	Monitor	No Service	Allan Jackson Co-op Stockmarket	Bob & Ray	News No Network Service
6:15	Paul Harvey News		Seeman Bros. Tomorrow's Front Page (6:15-6:25) Music Box	Mutual of Omaha On the Line with Bob Considine		No Service		
6:30	Quincy Howe	Liggett & Myers Gunsmoke (202)	Bill Hillman Commentator	Monitor "Meet the Press"	ABC—News All State Mel Allen			Co-op Alex Drier Man on the Go
6:45	George Sokolsky	News	General Tire Sports Time		No Service	Delco Batteries Lowell Thomas (198) R	Wonders of W'ld Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
7:00	Weekend News John Edwards	Jack Benny	This Fabled World "By the People"	Monitor **	CIO-AFofL Edw. P. Morgan	Minn. Mining Amos 'n' Andy Music Mall	Co-op Fulton Lewis, Jr.	News
7:15	Overseas Assignment				Co-op Quincy Howe		Jazz Roost	R. Harkness Ralston-Purina No Service
7:30	Sunday Music Hall	Our Miss Brooks	Pan American Panorama		Mysterytime		Mult. Sponsors Gabriel Heatter	News of World 166 **
7:45	Weekend News				ABC Late News	Ed. R. Murrow Co-op	Miles—News What's Your Opinion	One Man's Family **
8:00	Sp'kng of Sports Sunday Music Hall	News Pharmacraft(202) Pontiac11/11only Mitch Miller	Hour of Decision Billy Graham Evangelistic Assoc.		American Music Hall	Robt. Q. Lewis	True Detective Mysteries (Participating)	News Boston Symphony Orchestra
8:15					ABC Late News		Miles—Footnotes	
8:30			Hawaii Calls		Firestone Voice of Firestone	News Robt. Q. Lewis	Danger with Granger	
8:45								
9:00	Weekend News Sunday Music Hall	News World Tonight	News—Miles Sounding Board		Dancing Party	Chev. News (199) The World Tonight	Miles—News UN Radio Rev.	News Bell Telephone Telephone Hour (185) R
9:15					ABC News	Eric Sevareid S	Dinner Date	
9:30		Face the World	Manion Forum Dean Clarence Manion		Louis Sobel Show	Capitol Cloakroom	Reporter's Roundup	Classical Music for People Who Hate Classical Music
9:45		Sports	Datelines & The Bible Music Box		News			
10:00	Erwin Canham	CBS News Birdland	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor	Vandercook, CIO Imagination Milton Cross	Dance Orchestra	Am. Hm Heatter Music From Studio X	News R. McCormick
10:15	Travel Talk				News			World of Music
10:30	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum or Youth Wants to Know	Imagination Milton Cross			Nightlife
10:45	Weekend News				ABC Late News			
11:00	Imagination	News	Wings of Healing	Monitor **	Imagination	News	Virgie Pinkley	No Network Service
11:15 PM	Late News	Dance Orchestra			Late News	Dance Orchestra	Music From Studio X	

	TUESDAY				WE		ESDAY
	ABC	CBS	MBS	NBC	ABC	CBS	MBS
6:00 PM	Not in Service	Allan Jackson Co-op	Bob & Ray	News No Network Service	No Service	Allan Jack Co-op	Bob & Ra
6:15		No Service				No Servic	
6:30	ABC—News All State Mel Allen			Co-op Alex Drier	ABC—News All State Mel Allen		
6:45	No Service	Delco Batteries Lowell Thomas (199)	Wonders of W'rld Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco B Lowell T (19	nders of W Sports Kraft Ne
7:00	CIO-AFofL Edw. P. Morgan	Minn. Mining Pharma-Craft Amos 'n' Andy Music Hall	Fulton Lewis Jr.	News	CIO-AFofL Edw. P. Morgan	Minn. Mining Pharma-C Amos 'n' A Music Ha	lton Lewi
7:15	Co-op Quincy Howe		Jazz Roost	R. Harkness Ralston-Purina No Service	Co-op Quincy Howe		Jazz Roo
7:30	Mysterytime		Mult. Sponsors Gabriel Heatter	News of World **	Mysterytime		Mult. Spon briel He
7:45	ABC Late News	Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family **	ABC Late News	Ed. R. M Co-op	Miles—N What's Y Opinion
8:00	American Music Hall	Robt. Q. Lewis	Treasury Agent (Participating)	News Dragnet **	American Music Hall	Robt. Q. L	Gangbust (Participat
8:15	News S		Miles—Footnotes		News S		—Foot
8:30	Life Is Worth Living Bishop Sheen	News Robt. Q. Lewis	Big City	Operation: Entertainment	American Music Hall	News Robt. Q. L	Crime Fi of Flame
8:45					News		
9:00	Dancing Party	Chev. News (199) The World Tonight	Miles—News UN Radio Rev.	News Biography In Sound	Dancing Party	Chev. News (The Wo Tonight	Miles—N N Radio R
9:15	ABC News	Eric Sevareid S	Dateline Defense		News S	Eric Sev	Dinner D
9:30	Louis Sobel Show	Do You Know	The Army Hour		Louis Sobel Show	Up Date	Family Theatr
9:45	News				News		
10:00	Vandercook, CIO Imagination Milton Cross	CBS News Dance Orchestra	Gabriel Heatter Bankers L&C Co. Music From Studio X	News R. McCormick	Vandercook, CIO Pabst Fights	CBS New Dance Orchestra	m. Hm. H Music Fr Studio
10:15	News			World of Music			
10:30	Imagination Milton Cross			Nightlife			
10:45	ABC Late News				ABC Late News		
11:00	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	Virgil Pi
11:15 PM	Late News	Dance Orchestra	Music From Studio X		Late News	Dance Orchestra	Music Fr Studio

	SUNDAY				MONDAY - FRIDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	ABC News Great Moments Great Composers	News S	Dr. Wyatt Wings of Healing (306)	News World News Round-Up Co-op	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	News No Network Service
9:15		Music Room		Art of Living		No Service	Easy Does It	
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy				
9:45								
10:00	Weekend News Message of Israel S	Chev. News (178) E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit	My True Story (Participating)	Arthur Godfrey (Participating) Am. Popcorn Amine Bristol-Myers Chun-King Hartz, Kellogg Schlitz, Bakers Perkins, Pillsbury, Scott Sherwin-Wms. Simoniz Slenderella Norwich, St. Brands, Staley	Cecil Brown	News NBC Bandstand **
10:15							Bob & Ray Kraft News	
10:30	Weekend News Negro College Choirs S	Invitation to Learning S	Voice of Prophecy (307)	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) **	When A Girl Marries (Participating)		Miles Here's Hollywood Basil Rathbone	
10:45					Whispering Streets (Participating)		Johnny Olsen Show	
11:00	Sunday Melodies Marines in Review	News Washington Week	Dawn Bible Frank & Ernest (362)		Jack Paar Show (Participating)		Kraft News Sterling Drug Parallels In The News	News NBC Bandstand **
11:15		World Affairs	First Church How Christian Science Heals		Make Up Your Mind			
11:30	Weekend News The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S		ABC Late News Bobby Hammack Quintet	No Service	A Woman's Decision	
11:45					News	Wrigley Howard Miller (144)	Queen for a Day Participating	
12:00 N	No Net Service	Chev. News (170) Ray McKinley Orchestra	US Military Academy Band		No Network Service	Salada P&G Slenderella W. Warren (144)	Kraft—News Heatter, Am. Hm. G. Hauser, Am.M.	News No Network Service
12:15 PM						Colgate, St. Brds., Salada, Scott Backstage Wife	Miles Millie Considine Show	
12:30	Moods in Melody	Guy Lombardo Orchestra	Bill Cunningham Co-op	The Eternal Light		Lever, Salada Campana, Scott H. Trent (186)	No Service	
12:45		Weather	First Church How Christian Science Heals Miles—News			Colgate Our Gal Sunday (194)		
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Musical Caravan	Monitor	Co-op Paul Harvey	Leeds, Carter, Scott, Listerine Nora Drake	Co-op Cedric Foster	News The Bill Goodwin Show **
1:15					Co-op Ted Malone	Lever-Lipton Scott (198) Ma Perkins	A. Ladd's Modern Moods	

	SATURDAY			
	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News		News Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies	Country Jamboree	
9:45		Garden Gate		
10:00		Chv.Jackson(192) Galen Drake	Keep Healthy	
10:15			No Network Service	
10:30	All-League Club House		Kraft News No Network Service	
10:45		Slenderella (110)	Good News	
11:00	Weekend News Sp'kng of Sports World Tourist	News Robt. Q. Lewis Hershel Calif. Lewis-Howe(198)	Kraft News US Marine Band	
11:15	Andy Reynolds Ranch Boys			
11:30	Charlie Applewhite			
11:45			Miles—News Musical Wheel of Chance	
12:00 N	Weekend News Sp'kng of Sports	Chev., Jksn. (183) Amos 'n' Andy Music Hall	Kraft News American Living	Allis Chalmers Farm & Home Hr
12:15 PM	American Farmer			Morton Salt Drier
12:30	Dow Red Foley Show	Liggett & Myers Gunsmoke (199)	Magic of Music	DeSoto You Bet Your Life (Split Network) Monitor *
12:45	Weekend News	Weather Chev., Jksn. (185)		
1:00	Sp'kng of Sports Navy Hour	Personal Angle Kathy Godfrey	Symphonies For Youth	Monitor **
1:15				

	ABC	C
1:30 PM	Weekend N Pilgrimage	Woolw Hou (20
1:45		
2:00	Healing Wa Inc. Dr. Oral Rob	Longin Wittna Symphon (78)
2:15		
2:30	Revelatio and Curren Crises	Philhar Orche
2:45	Weekend N	
3:00	Sp'kng of S Sammy K Sunday Serenade	
3:15		
3:30	Dr. Billy Gr Hour of Dec (229)	
3:45		News
4:00	Gospel Bcstg. Old-Fash Revival Hr. (	CB Works
4:15		Suspe
4:30		
4:45		
5:00	Speaking of High M In Music	L. Tre Chevrolet Indict
5:15	Weekend N	Wea
5:30	College New Conference	Joh Da
5:45 PM		

EVENING

WEDNESDAY			THURSDAY				FRIDAY				SATURDAY				
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Allan Jack Co-op	Bob & Ray	News No Network Service	Not in Service	Allan Jackson Co-op	Bob & Ray	News No Network Service	Not in Service	Allan Jackson Co-op	Bob & Ray	News No Network Service	Weekend News Pan American Union	News New Orleans Jazz Band	Miles—News Airmen of Note	Monitor **	6:00 PM
No Servic			ABC—News	No Service			ABC—News	U.N. on the Record S					World Traveler		6:15
	nders of W'rld	Co-op Alex Drier	All State Mel Allen		Wonders of W'rld	Co-op Alex Drier	All State Mel Allen		Wonders of W'rld	Co-op Alex Drier	Sports Kaleidoscope	Saturday at the Chase	Report from Washington		6:30
Delco Batte Lowell Th (19	Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)	No Service	Delco Batteries Lowell Thomas (199)	Sports Kraft Five Star	Sun Oil Co-op 3-Star Extra (34)	Science Editor		Dinner Date Kraft News		6:45
Miss. Mining Pharma-C Amos 'n' A Music Ha	lton Lewis Jr.	News	CIO-AFofL Edw. P. Morgan	Pharma-Craft Bon-Ami Amos 'n' Andy Music Hall	Fulton Lewis Jr.	News	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Mall	Fulton Lewis Jr.	News	Weekend News Sp'kng of Sports	News Saturday Night Country Style	Lombardoland USA		7:00
	Jazz Roost	R. Harkness Ralston-Purina News of World (168) **	Co-op Quincy Howe		Jazz Roost	R. Harkness Ralston-Purina News of World (168) **	Co-op Quincy Howe		Jazz Roost	R. Harkness Ralston-Purina News of World (168) **	At Ease				7:15
	Mult. Sponsors briel Heatter	One Man's Family **	Mysterytime		Mult. Sponsors Gabriel Heatter	One Man's Family **	Mysterytime		Amer. Home Prd. Gabriel Heatter	One Man's Family **	Platter Brains		Word of Life Hour		7:30
Ed. R. Mu Co-op	Miles—News What's Your Opinion	News	ABC Late News	Ed. R. Murrow Co-op	Coca-Cola Co. Eddie Fisher Show	News	ABC Late News	Ed. R. Murrow Co-op	Miles—News What's Your Opinion	News	World Tourist	Chev. News (192)			7:45
Robt. Q. L	Gangbusters (Participating)	People Are Funny **	American Music Hall	Robt. Q. Lewis	Official Detective (Participating)	Bob Hope Show **	American Music Hall	Robt. Q Lewis	Counterspy (Participating)	Monitor **	Weekend News Sp'kng of Sports Vincent Lopez Show	Entertainment U.S.A.	Bandstand USA		8:00
News	es—Footnotes		News S	News	Miles—Footnotes		News S	News	Miles—Footnotes						8:15
Robt. Q. L	Crime Files of Flamond	Recollections	American Music Hall	Robt. Q. Lewis	It's a Crime Mr. Collins	The Great Gildersleeve	American Music Hall	Robt. Q. Lewis	Peril		As We See It	The Last Word			8:30
Chev. News (	Miles—News		News	Chev. News (199)	Miles—News	News	News	Chev. News (199)	Miles—News	News	It's Your Business	Sports			8:45
The Worl Tonight	N Radio Review	X Minus One	Dancing Party	The World Tonight	UN Radio Review	At the UN with Drew Pearson	Dancing Party	The World Tonight	UN Radio Review	Monitor **	Weekend News Dancing Party	News Philadelphia Orchestra	Miles—News Bandstand USA		9:00
Eric Sevar	Dinner Date		News S	Eric Sevareid S	John T. Flynn		News S	Eric Sevareid S	Dinner Date						9:15
Up Date	Family Theatre	Sleep No Mor	Louis Sobel Show	Leading Question	Co-op State of the Nation	Westward Look	Louis Sobel Show	So They Say	True or False		National Juke Box			R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
			News				News			News	Weekend News	News S			9:45
CBS New Dance Orchestra	n. Hm. Heatter Music From Studio X	News R. McCormick	Vandercook, CIO Imagination Milton Cross	CBS News Stuart Foster Show	Am. Hm. Heatter Music From Studio X	News Robert McCormick	Vandercook, CIO Imagination Milton Cross	CBS News Dance Orchestra	Am. Hm. Heatter Music From Studio X	Gillette Boxing	Lawrence Welk Army Show	Henry Jerome Orchestra	Renfro Valley Dance Barn	Monitor **	10:00
		This Is Mosco	ABC News			Carlin Conservation Club	ABC News			Sports Digest	Rhythm on Parade				10:15
		Nightlife	Imagination Milton Cross	Dance Orchestra		Jane Pickens Show	Imagination Milton Cross			Sports Highlights		Dance Orchestra			10:30
			ABC Late News				ABC Late News				Weekend News				10:45
News	Virgil Pinkley	No Network Service	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	Virgil Pinkley	No Network Service	Imagination	News	BBC Jazz Club		11:00
Dance Orchestra	Music From Studio X		Late News	Dance Orchestra	Music From Studio X		Late News	Dance Orchestra	Music From Studio X	News of the World Morgan Beatty	Late News	Dance Orchestra			11:15 PM

DAYTIME

SUNDAY				MONDAY - FRIDAY				SATURDAY			
ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Weekend Ne Pilgrimage	Woolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"	Closed Circuit	Lever, Scott Cmpns., St. Brds. Dr. Malone Listerine, St. Brd. Crtr., Monthltm. Road of Life	Luncheon with Lopez	The Bill Goodwin Show **	Shake the Maracas	Man Around The House Adventure In Science	Symphonies For Youth	
Healing Wat Inc. r. Oral Rob	Longines-Wittnauer Symphonette (70)	Marian Theatre	Monitor *	ABC Late News No Network Service	P&G news (203) St. Brds. Right to H'piness Colgate Mrs. Burton	Kraft News Lots of Music	News True Confessions **	Weekend News	News String Serenade	Teen Talks Kraft News	
Revelation and Curre Crises Weekend Ne		R. Farnon & His Orchestra	The Catholic Hour		Colgate Strike It Rich Pat Butrum Show (198) Wm. Wrigley	Pollock BBC News	Woman In My House ** The Affairs of ** Dr. Gentry		Peabody Orchestra		
P'kng of Sp Sammy Kay Sunday Serenade Billy Grah r of Deci (22)	Philharmonic Orchestra News (S)	Bands for Bonds		ABC Late News The Martin Block Show	Houseparty† (183) R Sunsweet, Staley Coldene, Swift Simoniz, Lever Renuzit, Std. Bd. American Bird	Lots of Music	News Five Star Matinee ** "Hilltop House" ** "Pepper Young's ** Family"	Texas Co. Metropolitan Opera	News Army Show Dance Orchestra	Music From Studio X	Monitor *
pel Bcstg. d-Fashion ival Hr. (	CBS Workshop Suspense	Oklahoma City Symphony	Monitor **	ABC Late News Treasury Bandstand No Network Service	Renfro Valley Pillsbury No Service	Mutual Reports Lots of Music (Th. only) Story of the Week	News Bill Goodwin Show (Repeat) **		News Paladium Orchestra Dance Orchestra	Sports Parade Co-op Standby Sports	
aking of Sp h Moment In Musi ekend Ne College News Conference	R. Trout (193) Chevrolet News Indictment Weather Johnny Dollar	Miles—News Bands for Bonds Dr. Daniel Poling Natl. Labor-Mgt. Partners In Progress		ABC Late News No Network Service	News No Service	Basil Rathbone Bob & Ray Miles Wonder of the World Sports Time Kraft News	News No Network Service	Weekend News Sp'kng of Sports Pop Concerts Dinner At The Green Room	News Dance Orchestra Make Way For Youth	Miles—News Standby Sports Kraft News	

February 25, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EST.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. M.Th.—Coldene.

3:15-3:30 p.m., Wed., Simoniz, Swift.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

MBS—

Queen For A Day—Kraft, Mon. thru Fri.; Seeman Brothers, Mon. thru Fri.; Miles Labs, Mon. thru Fri.; Lyon Van & Storage, Mon.; Sterling Drugs, Mon.-Fri.; Seeman Bros., Mon.-Fri.

Series B—(8-8:25 p.m.) Kraft, Mon. thru Fri.; Carter Products (Alternate 3 a week); Aslum, Mon. thru Fri.; American Home Prod., Mon. thru Fri.

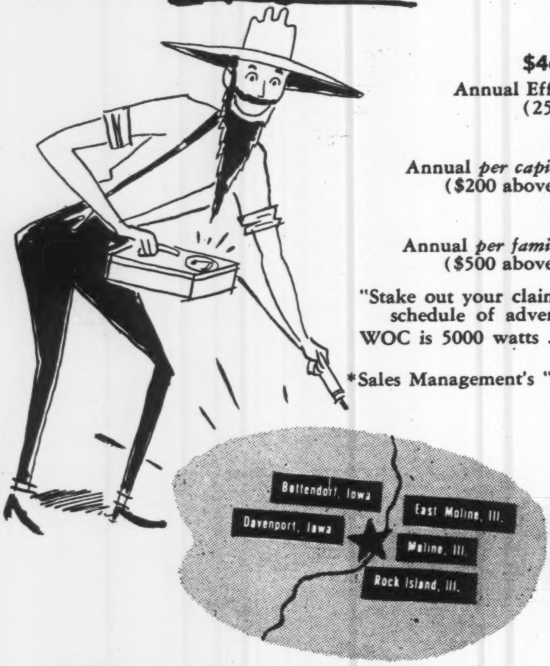
NBC—

* **Network News on the Hour**—Starts at 8:00-8:05 a.m. on Sundays and is broadcast in other periods as follows during "Monitor": 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m. NBC network news on the hour on Saturdays is scheduled at the following times on "Monitor": 8, 9, 10, 11 a.m., 12 noon; 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 and 11 p.m.

"Monitor**" is broadcast on a network and local participation basis. All other programs marked ** are also scheduled on the same basis.

IT'S RADIO ACTIVE

There's Buying Power In This Here Valley


Bettendorf, Iowa
Davenport, Iowa
East Moline, Ill.
Moline, Ill.
Rock Island, Ill.

$463,891,000*
Annual Effective Buying Income
(253,000 People)

$1,827*
Annual *per capita* Effective Buying Income
($200 above the national average)

$5,955*
Annual *per family* Effective Buying Income
($500 above the national average)

"Stake out your claim" on this market by placing a schedule of advertising on WOC — NOW!

WOC is 5000 watts . . . 1420 Kc . . . and an NBC Affiliate.

*Sales Management's "Survey of Buying Power - 1956"

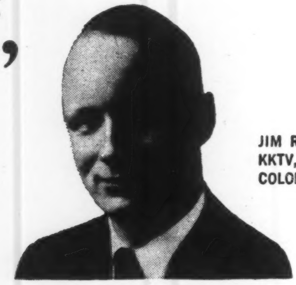
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

WOC

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

Tri-City Broadcasting Co., Davenport, Iowa

hats
off,
Jim



JIM RUSSELL
KKTV,
COLORADO SPRINGS

CODE 3 racked up a
21.4 ARB in November!
Sponsor: Standard Oil Of Indiana

ABC
FILM
SYNDICATION

for your market availabilities,
call, write or wire
ABC Film Syndication,
1501 Broadway, New York • LA 4-5050

PROGRAMS & PROMOTIONS

Marriage Licenses 'on the House'

THIRTY-TWO Fort Worth, Tex., couples applying for marriage licenses Feb. 14 (St. Valentines Day) found that the fees had "been taken care of" by KFJZ Fort Worth as the Tarrant County explained that KFJZ attributed the generosity to a combination of "a soft heart toward love and the springtime weather."

Disc Jockeys Advertise Car

CAL SALES INC., Los Angeles, is using disc jockeys to advertise the new Triumph TR-3, said to be the first sports car in its class with disc brakes. Campaign, placed through Allen & Marshall, Los Angeles, is using a heavy saturation of quarter-hours on KMPC Los Angeles and KSFO San Francisco. Plans call for the use of additional radio in the spring and possibly tv in the summer, according to Herbert West, account executive and partner in Allen & Marshall. Stations in San Diego and Phoenix will be used as well as Los Angeles and San Francisco, he said, with later extension of the radio-tv campaign to Portland and Seattle.

WRPB Salutes Air Force

IN AN effort to pay tribute to the Air Force, WRPB Warner Robins, Ga., has begun using "The Air Force Song" for its sign-on and sign-off music. The station, near Robins Air Force Base, also carries a weekly program called *Robins Records,* featuring music and news from the Air Force base, and the other a daily show, *Serenade for You,* which is directed at the Air Force wife and features records, and news of reenlistments.

WSUN
38 TV • DIAL 620

HARASSED newsmen and photographers of WSUN-AM-TV St. Petersburg, Fla., now can maneuver in the heaviest traffic congestion to cover crowd-packed events by means of this German-manufactured Isetta, the station's newest piece of mobile equipment to be used as a scout and messenger car. And there'll be no worries about parking the midget auto—designated "Mobile Unit 38." Staffers easily can carry it from one spot to another. WSUN officials inspecting their "smallest asset" (l to r): Charles D. Bishop, program director; Chad Mason, sales promotion manager and Fred P. Shawn, general manager of WSUN-AM-TV.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

How well do you know YOUR HEART?

Although heart disease is our nation's greatest health problem, we can face it today with increasing hope and confidence. Through research, a vast amount of knowledge about the heart and its functions has been accumulated.

As studies continue, there is every justification to anticipate further advances in diagnosis, treatment . . . and perhaps even prevention . . . of various diseases affecting the heart and blood vessels.

While heart disease is a challenge to medical research, it is also a challenge to you. If you are informed about the heart, you can help protect your own and the hearts of your relatives and friends. The following questions and answers may help you to know your heart better . . . and give it the care it deserves.

• Is the heart strong and durable?

Yes . . . the healthy heart is one of the strongest organs in the body and it has remarkable reserves of strength. Despite its immense task, a healthy heart can be nearly as efficient as the years advance as it is at age 20. Even at the older ages, a healthy heart is fully capable of meeting the body's needs.

• Can you do anything to keep your heart in good shape?

Yes . . . you can protect your heart by avoiding sudden or prolonged exertion, watching your diet, avoiding overweight, and by getting the sleep and rest you need. You should also have a medical examination every year. Then if heart trouble is found, prompt treatment may control it and make possible a long and nearly normal way of life.

• Are all heart attacks serious?

Not necessarily . . . because some are mild and the heart can repair itself with care and treatment. In these cases, a person may usually resume normal activities. Even when there are serious complications, patients can often recover if the heart is helped to heal itself. In fact, four out of five of those who withstand their first coronary attack recover and continue to work full time for many years.

• Are overweight and emotional tension bad for the heart?

Yes . . . overweight taxes the heart and blood vessels, according to many scientific studies. So, try to keep your weight about equal to what you should have weighed between ages 25 and 30. Emotional upsets can make your heart beat faster and your blood pressure go up.

• Can people with heart disease lighten the heart's work?

Yes . . . if they learn how to care for an impaired heart. Plenty of rest, protection against infection, proper diet, and avoidance of hurry, worry and strenuous activities can all help the affected heart to carry on. Of course, treatment given by your doctor is important, but the patient himself can do most to safeguard the heart.

• Is heart disease more prevalent now?

No . . . not when you consider these facts: (1) more people are living longer and reaching ages when the heart's endurance naturally ebbs; (2) heart ailments are diagnosed now with greater accuracy, whereas in the past many deaths actually caused by heart disease were blamed on other causes.

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Metropolitan Life Insurance Company

1 Madison Avenue, New York 10, N. Y.

Audience PLUS

WSJS-Radio delivers more audience in Winston-Salem *plus* a rich, progressive 18-county Piedmont area than all other Winston-Salem stations combined.

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA

NBC AFFILIATE for WINSTON-SALEM, GREENSBORO, HIGH POINT
5000 W • 600 KC • AM-FM

HEADLEY-REED, REPRESENTATIVES

New Nielsen
No. 2
proves
Channel 4 WRBL-TV
CBS abc
COLUMBUS, GEORGIA
is your best
choice for 1957
in the billion
dollar Columbus,
Georgia market

CALL HOLLINGBERY CO.

BIG—EVEN FOR TEXAS

Dallas optical firm pulls out stops in its exploitation of 'Dr. Christian'

APPEARING on a special preview program on WFAA-TV that helped launch *Dr. Christian* in Dallas-Fort Worth are (l to r) Charles W. Engel, territorial sales manager of the Simmons Co.; Dr. Stanley Pearle of Lee Optical Co., and commentator Jerry Haynes.

A GROUP of Lone Star citizens has shown the tv film syndication industry that when it comes to pulling off a massive exploitation campaign, Hollywood can be taught a lesson or two.

Last summer, the Lee Optical Co. of Dallas — which claims to be the world's largest chain of optical stores, with 107 branches or affiliated firms scattered throughout 11 southwestern states—signed for Ziv Television Programs' *Dr. Christian* series. This regional sponsor did things in an extraordinary way, merchandising the series "to the hilt" in the 15 markets affected by the purchase—Lubbock, Ft. Worth-Dallas, El Paso, San Antonio, Texarkana, Waco-Temple, Harlingen, Wichita Falls, Laredo, Austin, Houston, San Angelo, and Abilene.

With a good two-thirds of Lee Optical's total annual $6 million gross coming out of Texas pocketbooks, Lee, its agency, Mayfair Assoc., Dallas, and Ziv, spared no expense in making Texans "Mark Christian-conscious." Today, the visitor in Dallas or the other 14 markets can't fail to know that Dr. Christian is identified with Lee and Lee with Dr. Christian. Autos bear bumper-strips, buses carry carcards, school bulletin boards are plastered with pictures of MacDonald Carey, mailboxes are stuffed with direct mail pieces, and from the looks of it, one would think that Lee is the only sponsor in those markets where the series is sold on a multiple sponsorship basis.

It isn't. Along with Lee Optical, the advertiser roster for *Dr. Christian* in Texas includes a brewery, an oil company, a mattress firm and a furniture store.

Although the series has been on tv for only two-and-a-half months, already it is having an impact at Lee Optical's Dallas headquarters. Co-owner and advertising-public relations director Dr. Stanley C. Pearle told B•T that for the first time in 15 years the past Christmas sales season wasn't chilling. In four out of 15 markets, Lee's principal business—selling eyeglasses—jumped 20% over the previous Yuletide season.

Sales results to date point up the importance of "pre-selling" syndicated films at the local level.

Before Ziv placed *Dr. Christian* on the national market, its spot sales manager, Phil Williams, heard that Lee Optical, though planning to expand its tv expenditures to 45% of its total advertising budget, was somewhat less than satisfied with its efforts up to that time. These had been limited to placing a few syndicated crime shows in an "occasional market." Before "hard-selling" Lee Optical on *Dr. Christian,* Mr. Williams flew the firm's business manager, Ted Shanbaum, to Hollywood for a first-hand look at how the series was being filmed. Led by Herb Gordon, Ziv's vice president in charge of client and artists relations, Mr. Shanbaum toured Ziv's six-acre Hollywood plant (the former Eagle-Lion Studios), talked to star MacDonald Carey, the producer-director (Henry Kesler), and the production coordinator (Bill Schwartz), discussed the possibility of filming "custom commercials" (i.e., having the star of the series deliver the commercial in person on film), and following his

DON'T MISS THE
EL PASO TV RATING
STORY . . . Page 19

return to Dallas, so impressed his colleagues with the Ziv story that they signed on the dotted line.

Early in September, Lee Optical, warned by its agency that prime evening time for filmed, non-network shows, was hard to come by, and that the stations had to be "sold" on placing *Dr. Christian* in an AA period, invited the stations' executives to Dallas for a closed luncheon session.

For three-and-a-half hours, the broadcasters sat through one of the most elaborate presentations ever prepared by a local advertiser, including not only a point-by-point breakdown of the actual promotion plans, but also a 30-minute film, expressly shot by Ziv on Lee Optical's order and telling of Mr. Shanbaum's trip to Ziv's Hollywood plant. The fact that today the *Dr. Christian* series may be seen in top evening time attests to the success of the presentation, Mayfair officials feel.

The exploitation campaign did not use scattered publicity buckshot, but was carefully primed by concentration in three areas: public relations (the mass viewer); employe relations, and station relations.

In the public relations category, newspaper readers in the 15 Texas markets came upon items in the radio-tv columns alluding to the forthcoming tv series. Then, direct mail campaigns, newspaper ads, spot announcements and in-store promotions hit like a tornado.

In the employe category, Lee executives met with the employes, "let them in" on advance screenings, gave them synopses of future *Dr. Christian* episodes in script form, suggested personal phone calls to friends or relatives—all designed to stimulate a "word-of-mouth" publicity campaign.

For stations—each visiting station executive got a personal "thank-you" note from the sponsor. The stations received free balop

MACDONALD CAREY (l), star of *Dr. Christian*, escorts Ted Shanbaum of Lee Optical Co. over part of Ziv Studios' six acres in Hollywood.

FULL POWER!
HUTCHINSON
WICHITA

Coming Soon On KTVH
...316,000 watts

Watch for new power soon on KTVH—to reach *and sell* Wichita and 14 other major buying areas! You'll get more "sell" in your message on KTVH—with exclusive CBS-TV on *Full Power.* To sell in Kansas...buy KTVH. See your H-R Man today!

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*Standard heights to 1000 feet, with special designs available for higher structures

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Pick the worst weather conditions on the map and you'll find Blaw-Knox towers up and operating successfully. For meeting any tower need you can combine design experience that goes back to radio's beginning with a supply service that started in 1869. Just order a Blaw-Knox tower via Graybar. Ready to give you skilled help on this, and every other phase of station construction is a Graybar Broadcast Equipment Representative. A phone call from you will make your problems his. 666-12

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New York 17, N. Y.
OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

SPONSOR representatives were present for recent announcement by Ward L. Quaal vice president and general manager of WGN Inc. Chicago, that WGN-TV for the 10th consecutive year will televise local White Sox and Cubs daytime home games during the 1957 season [B•T, Jan. 28]. At a pre-season reception held in Chicago's Ambassador East Hotel (l to r): Joseph Guilbault, president, and Ed Smith, vice president, Oklahoma Oil Co.; Mr. Quaal; William Figge, president, and Odd Moe, general manager, Theodore Hamm Brewing Co.

tv mat service, and numerous "plugs" from newspaper editors.

Lee Optical is tickled pink with the series on a cost basis. Were it to be the sole sponsor in the 15 Texas markets (and the one Alabama market, Mobile), the cost for film and time would exceed $500,000 a year. As it stands now, its 52-week contract with each of the 16 stations (on a 39-13 basis) runs Lee an average $200,000 in total.

'Weather Engineering for Profit'

WEATHER Corp. of America, St. Louis and New York, is offering a brochure entitled, "Weather Engineering for Profit" which discusses the role of modern weather sciences in solving industrial problems of production, marketing and distribution. It cites actual case histories of weather services to the many industries and discusses in detail the growth of industrial weather services. The booklet explains how specialized weather forecasting has "aided radio-tv stations and networks in situating crews and equipment for remote news coverage." Copies of the brochure are available on request from William J. Harnett, president of Weather Corp. of America, 611 Olive St., St. Louis 1, Mo.

Britannica Issues Film Catalog

ENCYCLOPAEDIA Britannica Films, Wilmette, Ill., has issued its 1957 catalog of films available for elementary, junior high, senior and adult education levels. The brochure also lists textbooks that can be used in correlation with the films.

'Cugat Show' Replaces 'Coke Time'

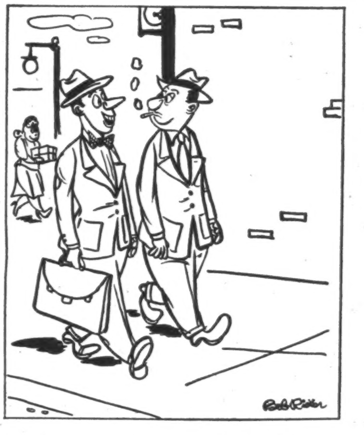
NEW NBC-TV color program, *The Xavier Cugat Show,* starring the orchestra leader and Abbe Lane, singer and dancer, begins this Wednesday at 7:30-7:45 p.m. EST, and also in that period on Friday. The program takes over the time spot of *Coke Time Starring Eddie Fisher*. The series has been booked for 13 weeks (26 programs).

'Bang Up' Entertainment Offered

WGLV (TV) Easton, Pa., in order to promote ABC-TV's *Ray Anthony Show,* moved a 76 mm Gun Tank M41 into the downtown area in that city. Advertising boards were used on the sides of the tank and invited viewers to "Watch this 'Bang Up' entertainment . . . the *Ray Anthony Show,* Fridays at 10 p.m. on WGLV." The tank was left in the downtown area for a month.

'Tonight' Adds News Feature

AN additional 10-minute news feature with Bob Considine of International News Service has been inserted in the new NBC-TV *Tonight* program. The segment, which will consist of news, interviews and features, has been scheduled from 12:20-12:30 a.m. EST.



"If it weren't for us KRIZ Phoenix account executives, you air personalities would be permanently sustaining."

'OLD TRADIN' POST' DRAWS THEM

DOWN San Antonio, Tex., way, customers also go to Kallison's Big Old Country Store to sell their wares—not just to buy them.

Through Kallison's radio show *The Old Tradin' Post* customers get more than the usual service—they're provided with free advertising for promoting their needs or selling their farm items and animals—anything from "bales of good alfalfa hay" to a "settin' of eggs," a pair of peacocks, or a used trailer, tractor or incubator.

Celebrating its 20th year in radio advertising, Kallison's 25-minute, six-day a week program on KENS San Antonio includes farm and rural area news, public service notices and items its customers have for sale. Broadcast daily from 6:30 to 6:55 a.m. by Perry or Jimmie Kallison, the program helps to sell an estimated million dollars worth of customers' goods annually.

And "ole" bachelors on the Texas range needn't stay lonely—many have gotten wives through announcements on *The Old Tradin' Post* show—one of the more "delicate" services provided by Kallison's for its customers.

Its daily program carries some 21 minutes on public service notices, farm news and customers' wares for sale and just four minutes to selling its own merchandise.

Among the added services offered by the program are those of finding jobs for farm and ranch workers and for needed personnel for ranchers and farmers. Hundreds of workers have located jobs through Kallison's efforts.

In the public service field, Kallison's program includes obituaries and funeral arrangements for deaths in the area; news of the weather, livestock prices, number of cattle in the San Antonio stockyards, and current local celebrations such as family reunions, picnics, fairs, cattle sales, watermelon thumps, turkey trots, strawberry festivals, cowpoke jamborees, rodeos and many other events of interest to farmers and ranchers.

But Kallison's doesn't just cater to its "old" customers. Newcomers also may register at the store for inclusion on the next morning's program.

Much work goes into preparation of the daily show because Kallison's investigates every job offer, job applicant and all items offered for sale.

For further details and a closer look at wares for sale, customers go to the store and inspect Kallison's card file—where each need or piece of merchandise is itemized on a separate card, all of them placed on an old-fashioned, stand-up work table. Hundreds of persons weekly consult the visitors' register and the sales cards.

By operating their own 3,000-acre ranch with 400 head of Polled Hereford cattle, the Kallison family truly talks the rancher's and farmer's language and has an intimate knowledge of all its customers.

Dating back to 1899, the store grew out of a saddle and harness shop established in San Antonio by Nathan Kallison. The elder Kallison came from Chicago and made saddle and harness gear for San Antonio's two breweries and for individuals until his market was saturated.

He began adding other items for sale in his store and today Kallison's 20 departments sell such things as windmills, fencing, woven and barbed wire, farm implements of all types, clothing, cowboy hats and other gear, saddles and harness equipment, cattle and veterinary remedies, hardware and household appliances.

While credit for some of the store's present sales of $3 million a year is given to newspaper ads and other forms of advertising, San Antonio area residents know Kallison's by *The Old Tradin' Post* program, and the store's faithful service to Texas ranchers and farmers.

Concludes a long-satisfied customer, R. W. Briggs Sr., San Antonio banker and big-scale rancher: "If a ranch hand wants to buy or sell anything whatever, he makes a beeline to Kallison's."

'Business Goes to Press'

WMCA New York is set to begin new series of programs, *Business Goes To Press* (Tues., 9:30-10 p.m. EST) this week, on which newspapermen will explore business topics with representatives of industry. The program is being presented in cooperation with Commerce and Industry Assn. of New York and moderator will be Thomas Jefferson Miley, executive vice president of the association.

WMIT Offers Music Course

MORE than 80 students at Appalachian State Teachers College, Boone, N. C., are receiving their music course via WMIT (FM) Charlotte, N. C. The educational program opened with a full-scale rendition of the opera *Aida* on Jan. 27, and will comprise a once-a-month presentation for the remainder of the college year. Students are supplied with brochures and will receive credit for this course—profferred via the airways.

Silence May Be Golden, But

SILENCE may be golden, but not always profitable. WLBG Laurens, S. C., proved this recently when it conducted a contest to find a parakeet that could say the phrase, "I, too, like WLBG." The winning bird, which learned the words in three weeks' time, earned his owner a $25 U. S. Savings Bond. The parakeet is now being used on WLBG's station breaks and is known to listeners as "Piedmont Pete, the WLBG Parakeet."

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RADIO and TELEVISION STATIONS
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BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
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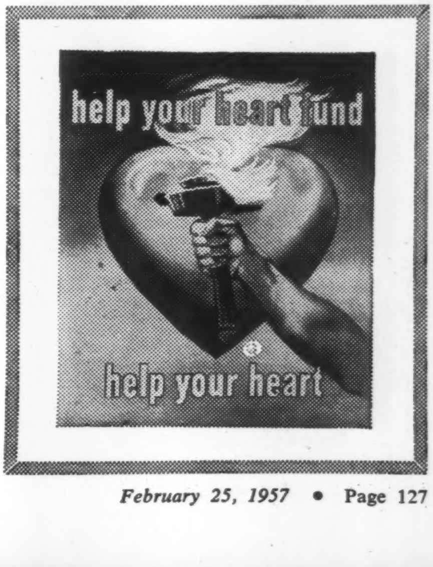

THE THIRD TIME WAS THE CHARM

OUT on the range, a man's best friend may be his sure-footed horse or his ever watchful dog, but in the metropolitan jungles where programs fight it out to the bitter end for the last fraction of a rating point, there's nothing helps program promotion like a pretty girl.

No one has learned this truth better than Reavis Winckler, who keeps the world in general and tv writers in particular advised of the current and upcoming program activities of KTTV (TV) Los Angeles, "that good-looking channel 11," as each news release proclaims.

Case in point: Mr. Winckler's method of impressing on the minds of tv editor-reviewers in his community that on Feb. 14 the *Jack London Stories of Captain David Grief,* Guild Films' series set in the South Seas, would make its debut on KTTV as a weekly Thursday evening series, 7:30-8 p.m. On Friday, Feb. 8, each tv editorial sanctum was invaded by a sarong-clad beauty bearing a coconut wrapped round with gay ribbon which carried a tag boldly blazoned with the name of program, station and time and date of the initial telecast.

Three days later, a weekend having intervened, came a second beauty-borne reminder, this time a fresh pineapple, also appropriately tagged. To make the point doubly impressive, the gal (model Nicki Gibson) quickly hung a pair of leis around the writer's neck and pressed a kiss against his wrinkled brow. The following day, just two days before the Jack London series was to begin, back she comes again, bringing a pipe cleaner creation of a South Sea island, complete with towering palm tree and cavorting native. (Yes, the tree bore the usual tag of program, station, time and date.)

The life of a tv editor may be rough but, in Hollywood at least, it has its compensations (see photo).

KLIF Broadcasts from Plane

RADIO's mobility again was illustrated last Monday as KLIF Dallas began its early morning weathercasts direct from the cockpit of a four-passenger Cessna 172 airplane. KLIF disc jockey, Ken Knox, a veteran pilot, handled both flying and announcing chores at the same time, and will henceforth continue to "make the rounds" above Dallas between 7:30 and 8 a.m., Monday through Saturday. In addition to his weekday schedule, Mr. Knox will scout road and traffic conditions on weekends over a 100-mile radius. KLIF also intends to use the Cessna as a link in its news coverage system. With the plane's two-way relay broadcast equipment set at the same frequency as the two KLIF mobile news units on the ground, the station will be able to pool reports from ground to air and vice versa, giving its newscasts maximum flexibility.

Series Increases USMA Interest

ZIV-PRODUCED *West Point,* (CBS-TV, Friday 8-8:30 p.m.) is said to be responsible for a sizable increase in letters from high school and college students and members of the armed forces seeking information about the U. S. Military Academy and its opportunities. According to Ziv Television, the normal monthly quota of letters has jumped from 250 in pre-tv exposure days to a current rate of 800.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

ABC's 'It's Your Business'

ABC RADIO, in cooperation with the National Association of Manufacturers, is presenting a weekly public service series entitled *It's Your Business!* Ted Malone travels throughout the country with a portable tape recorder and interviews men and women who discuss the effect of taxes on their businesses and professions. The series is tied in with NAM's "Five-Year Tax Plan" which is designed to "bring down surtax percentages to a ceiling of 35%." Radio broadcasting was selected a fortnight ago as one of the programs in the series. Jack Soell, manager of WISN Milwaukee, discussed the effect taxes have on broadcasting and also the advantages of the Five-Year Tax Plan.

Suicide Attempted on Tv Tower

BOSTONIANS were able to see and hear on-the-spot coverage of an attempted suicide this month when a despondent young man climbed to the top of the remains of the old WBZ-TV tower in that city. Ed Kane, WBZ radio newsman, used a portable tape recorder and got a three-minute report of the man's ascent up the tower ladder which was immediately placed on the air as a bulletin. Engineers ran a microphone and line out of the back door of the studio and cameras were trained on the near tragedy. Disc Jockey Norm Prescott took a portable recorder out into the crowd that had gathered and interviewed police, firemen, and others who were trying to save the young man. Verne Williams, WBZ newsman who was off duty at the time, rushed to the studio and did the narration for the tv coverage. A minister and a policeman finally persuaded the young man to come down, which he did, unharmed.

WINS Adds New Morning Show

NEW morning news-music-sports program from 7-10 a.m. EST titled *Contract* will get under way this morning (Monday) on WINS New York. The program will feature former NBC and ABC sportscaster Bill Stern. One of the show's new looks will be provided by a 1957 Ford Thunderbird, specially equipped to take newsman Stan Burns to on-the-spot happenings. (Another New York station, WRCA, also employs a Thunderbird on its *Pulse* program with Bill Cullen).

WTOP to Carry Orioles Games

A TOTAL of 113 regular season games and six pre-season contests of the Baltimore Orioles will be broadcast during the 1957 season by WTOP Washington, it was announced last week by Lloyd Dennis, the station's vice president for radio. The schedule starts March 9 and runs through Sept. 29.

WEWS (TV) Sets Braves Games

WEWS (TV) Cleveland, Ohio, will televise 54 Cleveland Indian games—including six night road games—this summer, it was announced last week. Carling Brewing Co. and Sohio (Standard Oil Co. of Ohio) will sponsor the telecasts.

Station Authorizations, Applications

(As Compiled by B • T)

February 14 through February 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary through Feb. 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,021	3,001	184	368	147
Fm	540	520	45	50	0

FCC Commercial Station Authorizations As of January 31, 1957*

	Am	Fm	Tv
Licensed (all on air)	2,983	514	272
Cps on air	31	13	241
Cps not on air	123	24	120
Total authorized	3,137	551	633
Applications in hearing	178	3	103
New station requests	288	8	62
New station bids in hearing	120	0	69
Facilities change requests	155	9	53
Total applications pending	841	101	387
Licenses deleted in January	0	4	0
Cps deleted in January	1	0	1

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*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Feb. 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	381	89	470[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	344	323	667[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,063	337	829	570	1,400[3]
Noncomm. Educ.	64		37	27	64[4]
Total	1,127	337	866	597	1,464[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Ineludes 44 already granted.
[5] Includes 714 already granted.

New Tv Stations . . .

ACTION

Hatfield, Ind.—Owensboro On The Air Inc. (WVSJ-AM-FM)—Owensboro, Ky.—Granted vhf. ch. 9 (186-192 mc); ERP 221 kw vis., 118 kw aur.; ant. height above average terrain 931 ft., above ground 675 ft. Estimated construction cost $404,506.12, first year operating cost $412,500, revenue $424,500. P. O. address 324 Allen St., Owensboro, Ky. Studio and trans. location to be determined. Geographic coordinates 37° 54′ 08″ N. Lat., 87° 13′ 54″ W. Long. Trans. and ant. GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include Pres. **V. J. Steele** (69⅖%); Vice Pres. **Malcolm Greep** (11%), and Sec.-Treas. **N. A. Rhodes** (19%). Announced Feb. 18.

More TV Stations use
TSC REAR SCREEN PROJECTION EQUIPMENT
than all other makes combined
For complete information, write or call:
TELEVISION SPECIALITY CO., Inc.
350 W. 31st ST., NEW YORK 1, N.Y.
Phone LOngacre 4-2334
WBIQ-TV
K-10
WGVL-TV
WTVO-TV
KARD-TV

Existing Tv Stations . . .

CALL LETTERS ASSIGNED

WBMG (TV) Birmingham, Ala.—Birmingham Television Corp., ch. 42.

KPLO-TV Reliance, S. D.—Midcontinent Bcstg. Co., ch. 6.

New Am Stations . . .

ACTION BY FCC

Paducah, Ky.—E. Weaks McKinney-Smith—Granted 1560 kc, 500 w unl., directional. P. O. address P. O. Box 68, Paducah. Estimated construction cost $22,580, first year operating cost $48,500, revenue $60,000. Mr. McKinney-Smith, food broker, is sole owner. Action Feb. 14.

APPLICATIONS

Pompano Beach, Fla.—Lawrence J. Plym 1470 kc, 5 kw D. P. O. address Rte. 2, Pompano Beach. Estimated construction cost $108,015, first year operating cost $60,000, revenue $75,000. Mr. Plym, owner of **WNIL Niles, Mich.**, will be sole owner. Announced Feb. 20.

Blakely, Ga.—Cyril W. Reddoch and **Ralph L. Hooks** d/b as **Dixie Bcstrs.**, 1260 kc, 1 kw D. P. O. address ℅ Mr. Hooks, Box 46, De Ridder, La. Estimated construction cost $12,225, first year operating cost $20,000, revenue $30,000. Mr. Reddoch owns 50% **KDLA De Ridder**, 66⅔% **KREH Oakdale**, and **WFPR Hammond**, both **La.** Mr. Hooks owns 33⅓% WFPR and KREH. Mr. Reddoch and Mr. Hooks will be equal partners. Announced Feb. 14.

Prestonsburg, Ky.—Gordon Collins 1310 kc, 5 kw D. P. O. address ℅ Mr. Collins, Lackey, Ky. Estimated construction cost $35,630, first year operating cost $41,000, revenue $52,000. Mr. Collins, Lackey hardware and furniture dealer, will be sole owner. Announced Feb. 20.

Dayton, Tenn.—Norman A. Thomas 1280 kc, 1 kw D. P. O. address Box 428, Chattanooga, Tenn. Estimated construction cost $19,623, first year operating cost $30,000, revenue $36,000. Mr. Thomas, real estate and construction holdings, will be sole owner. Announced Feb. 15.

Williamsburg, Va.—James J. Williams 790 kc,

HIGH-GAIN
omnidirectional
VHF TV transmitting
ANTENNA

AMCI TYPE 1046
Channels 7 through 13
Shown above is the five-bay array recently installed for Station witn, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-⅛″ coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw AMCI Type I null fill-in assures proper coverage even in close to the tower. Write for Bulletin B-105
ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI
ALFORD
Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON MASS

1 kw D. P. O. address 158 Cedar Lane, Princeton, N. J. Estimated construction cost $16,246, first year operating cost $27,000, revenue $30,000. Mr. Williams, RCA patent attorney, will be sole owner. Announced Feb. 20.

Arecibo, P. R.—Manuel A. Cabrera, Jose A. Cabrera and **Felix B. Velez** d/b as **Arecibo Radio Inc.** 1230 kc, 250 w unl. P. O. address Box 483, Arecibo. Estimated construction cost $12,500, first year operating cost $21,600, revenue $30,000. Manuel Cabrera, auto dealer, 33.84%, Jose Cabrera, auto dealer, 33.08%, Mr. Velez, radio-tv management, 33.08%. Announced Feb. 14.

Existing Am Stations . . .

CALL LETTERS ASSIGNED

ACTIONS

KRLH Redding, Calif.—Shasta Bcstg. Corp., 540 kc.

WSTK Starke, Fla.—Ben Akerman, 1580 kc.

KUDI Great Falls, Mont.—Community Bcstrs., 1450 kc. Changed from KBGF.

KDOT Reno, Nev.—Radioreno Inc., 1230 kc. Changed from KWRN.

WDOE Dunkirk, N. Y.—Dunkirk Bcstg. Corp., 1410 kc. Changed from WFCB.

KJIM Fort Worth, Tex.—Blue Bonnet Bcstg. Corp., 870 kc. Changed from KCNC.

KPOR Quincy, Wash.—Quincy Valley Bcstrs., 1370 kc.

WKAZ Charleston, W. Va.—Kanawha Valley Bcstg. Co., 950 kc. Changed from WKNA.

APPLICATIONS

KMOS Tyler, Tex.—Seeks mod. of cp to change ant.-trans. location, change to non-DA, decrease height and remote control trans. Announced Feb. 19.

KPOF Denver, Colo.—Seeks mod. of license to change hours from specified to unl. Announced Feb. 14.

New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—M. W. Hall d/b as **Hall Bcstg. Inc.** 102.7 mc, 13.6 kw unl. P. O. address 6363 Sunset Blvd., Hollywood 28, Calif. Estimated construction cost $19,620, first year operating cost $24,000, revenue same as KLAC-AM. Mr. Hall, owner **KLAC** Los Angeles, will be sole owner. Announced Feb. 18.

Palm Springs, Calif.—Richard T. Sampson 92.1 mc, .639 kw unl. P. O. address 843 Colton Ave., San Bernardino, Calif. Estimated construction cost $4,050, first year operating cost $12,000. revenue $18,000. Mr. Sampson, electronics wholesaler, will be sole owner. Announced Feb. 20.

Existing Fm Stations . . .

CALL LETTERS ASSIGNED

WRFK (FM) Richmond, Va.—Union Theological Seminary in Virginia, 91.9 mc.

Ownership Changes . . .

ACTIONS

KOMA Oklahoma City, Okla.—Granted assignment of license from **Burton Levine, Myer Feldman, Arnold S. Lerner** and **Donald Rubin** to same and **Harold Thurman** and **Sol Schildhause** for $26,487. Mr. Thurman, Miami banker, will be 5% owner. Mr. Schildhause, KOMA manager, will be 14¼% owner. Announced Feb. 19.

WNYS Salamanca, N. Y.—Granted assignment of cp from **Luther M. Schaeffer, Marion G. Schaeffer, Warren A. Schaeffer, Hannah M. Schaeffer, Carl L. Schaeffer, Lily S. Pursell,** and **George D. Pursell** to same, deleting Warren Schaeffer, deceased. Announced Feb. 19.

APPLICATIONS

WHTB-AM-FM Talladega, Ala.—Seeks transfer of control from **Talladega News Publishing Co.** to **The Talladega Publishing Co.** Corporate change. No change of control. Announced Feb. 20.

KSLR Oceanside, Calif.—Seeks transfer of control of licensee corporation from **C. W. Shancks, Nathaniel P. Maurer** and **Walter Johnson** to **Courtland W. Shancks,** *et al,* for $43,800. Mr. Shancks is Oceanside appliance dealer. Announced Feb. 18.

WJNO West Palm Beach, Fla.—Seeks assignment of license from **WJNO Inc.** to **George H. Buck Sr., George H. Buck Jr., Adrian C. Leiby** and **Sydney K. Russell** d/b as WJNO Radio. Mr. Buck Jr. will own 52.06%. This corporate and control change, no consideration. Announced Feb. 19.

WHIE Griffin, Ga.—Seeks assignment of license from **Gateway Bcstrs. Inc.** to **W. C. Courson** and **Fred L. Watkins,** announcers at WHIE, for $100,000. Announced Feb. 19.

WKJG-AM-TV Elkhart, Ind.—Seeks assignment of license and cp from Northeastern Indiana Bcstg. Co. to **WKJG Inc.** for $1,925,000. **John F. Dille Jr., Carl D. Greenleaf, Charles W. Greenleaf** and **A. H. Beardsley,** owners of **Truth Publishing Inc.,** licensee of **WSJV** Elkhart and **Truth Radio Corp.** licensee of **WTRC-AM-FM** Elkhart, will be new owners. Announced Feb. 15.

WTOK Meriden, Miss.—Seeks assingment of license from **Southern Television Corp.** to **Frank E. Holladay, Joseph W. Carson** and **John S. Primm** d/b as **New South Bcstg. Corp.** for $56,200. Mr. Holladay, 25% **WLSM Louisville,** 20% **WCLD Cleveland,** 50% **WNSL Laurel,** all **Miss.,** Mr. Carson, 20% WCLD, 25% WLSM, 50% WNSL, Mr. Primm, 25% WLSM, 20% WCLD, will be equal partners. Announced Feb. 19.

KRGI Grand Island, Neb.—Seeks assignment of license from **Grand Island Bcstg. Co.** to **Grand Island Bcstg. Ltd.** for $151,000. **James Stuart,** owner **KFOR Lincoln, Neb.,** will be sole owner. Announced Feb. 20.

WMGM New York, N. Y.—Seeks assignment of license from **Loew's Inc.** to **WMGM Bcstg. Corp.** Corporate change. No change of control. Announced Feb. 19.

KVWO Cheyenne, Wyo.—Seeks transfer of control of licensee corporation from **W. J. Harpole, Troyce Harrell, Kermit Ashby,** and **Arthur Kline** to **A. C. Etter, E. L. Thornton, W. P. Wright** and **N. E. Jorgensen** for $57,000. Mr. Wright owns 18.6% **KWKC Abilene,** 6.8% **KRIG Odessa,** both **Tex.,** and 19% **KTOW Oklahoma City, Okla.** Mr. Thornton owns 14.1% KWKC and 19% KTOW. Mr. Etter owns 25% KWKC, Mr. Jorgensen owns 25% **WMEG Eau Gallie, Fla.,** and 25% **WALY Herkimer, N. Y.** Announced Feb. 20.

Hearing Cases . . .

FINAL DECISION

Actions in Docket Cases

Laurel, Miss.—FCC made effective immediately hearing examiner's initial decision and granted the application of Laurel Television Co. for new tv on ch. 7. Announced Feb. 20.

KAKJ Reno, Nev.—FCC denied petition and supplement by Nevada Telecasting Corp. requesting (1) waiver of rule relating to transfer of control, (2) reconsideration of June 13, 1956, order directing that corporation to show cause why cp for KAKJ should not be revoked, and (3) grant without hearing of its application for assignment of cp to Tower Telecasting Corp. Action Feb. 20.

INITIAL DECISION

Ch. 14 Port Arthur, Tex.—Hearing Examiner Basil P. Cooper issued an initial decision looking toward grant of application of Port Arthur College for new tv.

OTHER ACTIONS

Ch. 11, Pittsburgh, Pa.—FCC (1) affirmed its Jan. 31 order scheduling oral argument in the ch. 11 proceeding, accepting Broadcast Bureau's late filing of appearance, and allowing each party 20 minutes for argument, and (2) denied petition for reconsideration filed by **WENS (TV)** Pittsburgh. Action Feb. 20.

The Enterprise Co. and **Beaumont Bcstg. Corp.**—FCC denied appeal by **W. P. Hobby** from Chief Hearing Examiner's denial of Hobby's petition to intervene as party in proceeding on competing applications for new tv stations to operate on ch. 6 in Beaumont, Tex. Action Feb. 20.

NARBA Notifications . . .

List of changes, Proposed changes, and Corrections in Assignments of Mexican Broadcast Stations Modifying the Appendix Containing Assignments of Mexican Broadcast Stations (Mimeograph 47214-6) attached to the Recommendations of the North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List 199 **Jan. 23, 1957**

610 kc

XECV Ciudad Valles, San Luis Potosi, 1 kw D, 250 w N, unl., Class IV, 6-23-57 (New).

660 kc

XERPM Mexico, D. F., 50 kw DA-2 unl., Class II, 1-23-57 (change in call letters from XEBZ).

960 kc

XECS Manzanillo, Colima, 1 kw D, 100 w N unl., Class IV, 7-23-57 (change in frequency from 1400 kc—increase daytime power—change time of operation).

970 kc

XEOW Mazatlan, Sinaloa, 1 kw, 250 w N unl., Class IV, 1-23-57 (now in operation).

XEK Mexico, D. F., 5 kw, 1 kw N DA-N unl., Class III, 4-23-57 (increase power).

980 kc

XETV San Andres Tuxtla, Veracruz, 250 w unl., Class IV, 1-23-57 (change call letters from XEPA).

1260 kc

XECV Ciudad Valles, San Luis Potosi, 1 kw D, Class III, 7-23-57 (delete assignment).

1310 kc

XEKV Chihuahua, Chihuahua, 1 kw D unl., Class III, 7-23-57 (New).

1400 kc

XECS Manzanillo, Colima, 250 w unl., Class IV, 7-23-57 (delete assignment—change to 960 kc).

1490 kc

XEPA Puebla, Puebla, 250 w unl., Class IV, 1-23-57 (assignment of call letters).

1590 kc

XEBZ Meoqui, Chihuahua, 1 kw D, Class III, 7-23-57 (New).

Routine Roundup . . .

February 20 Decisions

ACTIONS ON MOTIONS

By the Commission

Longview-Denton, Tex.—FCC on Feb. 15 granted extension of time for filing reply comments in tv rule-making proceeding.

By Chief Hearing Examiner James D. Cunningham

KSAN-TV San Francisco, Calif.—Denied petition of S. H. Patterson, KSAN-TV to intervene in proceeding on application of **KOVR Stockton,** Calif., to change trans. and ant. site; and on Feb. 20 issued erratum making minor change in the memorandum opinion and order. Action Feb. 19.

By Hearing Examiner Thomas H. Donahue

Bastrop Bcstg. Co., Bastrop, La., and **Richland Bcstg. Co., Rayville, La.**—Granted petition of Bastrop Bcstg. Co. to amend its am application to request 1340 kc unl., in lieu of 990 kc D; application amended and Richland application removed from hearing status. Action Feb. 19.

February 20 Applications

ACCEPTED FOR FILING

Modification of Cp

KFSA-TV Fort Smith, Ark.—Seeks mod. of cp

Continues on Page 137

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RADIO

Help Wanted

Station manager, salesman, announcers, engineers wanted. New station, Mt. Kisco, N. Y. Cover northern Westchester. Contact Martin Stone, 595 Madison Avenue, New York City.

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Sales manager who loves to sell. Five figure income. Major market for strong independent in Illinois. Box 652E, B•T.

Sales manager excellent New Jersey "spot" with independent salary, commission and override. Box 653E, B•T.

Aggressive sales-station manager for 500 watter soon on air in central New York. Participation and part ownership may be arranged. Box 667, Norwich, New York.

Salesmen

Morning man—salesman for small, fast growing southeast Florida cost network fulltime am. Good account list. Salary and commission average $115 weekly past two years. Management and tv potential. Box 477E, B•T.

Country music salesman? Our 25% sales commission is paying dividends of $12,000 annually to top men. One of Florida's largest cities. Also include any television experience in your complete resume. Box 680E, B•T.

Salesman. Guarantee against twenty percent. KWIN, Ashland, Oregon.

Salesman for 500 watt, fulltime, in growing market. Immediate opening. Contact Richard Burt, WDOE, Dunkirk, New York.

Need men! Chain of 7 radio and tv stations in southeast needs aggressive salesman with know-how, creative ideas, and desire to advance fast. four figure earning no pipe dream but a reality. Contact George Norman, General Manager, Radio Station WISE, 92 Haywood Street, Asheville, North Carolina.

Salesman—metropolitan market. Excellent opportunity for live wire. WSTC, Stamford, Conn.

Top-notch salesman for New York office of America's fastest growing rep. If you are an experienced and proven rep salesman and you aspire to move into a sales management job and want to immediately earn in five (5) figures, call Ted Oberfelder at PLaza 1-4646.

Announcers

Immediate opening for man with minimum **six** months experience. Salary: **$75.00 per week to** start. 40 hour week, **overtime pay, vacations,** etc. Must have car. **Excellent opportunity for advancement within chain. Send resume and tape.** Box 678C, B•T.

Illinois kilowatt wants experienced announcer age 25 to 40 with several years of solid commercial experience for staff announcing position. News gathering and writing ability helpful. Liberal bonus, sick benefits, pension plan, with well-established independent. State age, education, experience in detail, references. Personal interview required. Box 474E, B•T.

Need two announcers, one radio, one television. Also need newsman for combined radio-television job. Must be able to prepare and deliver on camera. Send tape, picture, background information, references and salary requirements first letter. Box 635E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening radio and tv announcing, midwest, 5 kw am full power tv. Box 620E, B•T.

Sportscaster-announcer with **play-by-play** experience will be needed soon by **sports-minded** northwestern Pennsylvania station. **40 hour week and extra talent on sports shows. Give salary requirements and full background and references** in first letter. **Write Box 624E, B•T.**

Help wanted: Radio announcer. $350 per month—48 hour week—married men who are experienced are preferred. Paid vacations—free insurance. Need good staff man who wants to join good local kilowatt daytimer in upper midwest. Send resume and tape to Box 651E, B•T.

Hundred a week to start for top-notch announcer with first class ticket. Long established midwest network station. Box 663E, B•T.

Experienced chief-announcer Arkansas daytimer. Emphasis announcing. Sales opportunity. Box 677E, B•T.

Immediate opening for sepia DJ personality Must have sincerity and good diction. Large southeast indie. Send resume and tape. Box 679E, B•T.

Wisconsin metropolitan indie needs newsman who can go out and get it, write it, and deliver it. Must sound like a pro on the air. Full time, news only. Salary open. Box 681E, B•T.

Station that's moving up needs two top-notch deejay personalities that know when to stop talking. Prefer men with active radio backgrounds, that know the ropes, willing to take the time that's needed to prepare their shows. If you like radio and know you can give us top ratings, then fire a tape showing your air work. Make it long, cut the music. This is a balling operation with stations in seven markets. No phone calls, send tape and resume of background. Drinkers and drifters need not apply. Top money. Box 689E, B•T.

Top announcer with first class license. Excellent salary. Emphasis on announcing. Virginia independent music and news. Send air check and resume of experience. Box 697E, B•T.

Experienced announcer desiring permanency, opportunity, growing market, $325.00. KBUD, Athens, Texas.

Opening for good, experienced DJ-salesman. Salary open. Fishing, hunting excellent. Business good in Oregon's second and fastest growing market. Picture, tape, background to Rod Louden, KEED, Springfield-Eugene, Oregon.

Announcer, experienced all phases, needed immediately by 5000 watt NBC station; city of 16,000. Our man should hail from Kansas or adjacent state. This is permanent position with good station and floaters or victims of bottle fatigue need not apply. Send audition, references, marital and draft status and salary requirements to Jim Heaton, KVGB, Great Bend, Kansas.

Good morning man for progressive independent. Can also use announcer with limited experience. WATG, Ashland, Ohio.

Immediate opening for experienced announcer. Personal interview necessary. **Lee Jylha, WBCM, Bay City, Michigan.**

Now! Capable, homey, morning man, to operate board, gather, write and edit news. **Top pay for top help. Medium market kilowatt indie. Forty hours. Send tape, photo, resume, or phone collect within 500 miles. WCEN, Mt. Pleasant, Michigan. Phone Spring 3-3171.**

Announcer. Must have experience. Top working conditions. Air conditioned studios. Profit sharing plan. WCOJ, Coatesville, Pennsylvania.

RADIO

Help Wanted—(Cont'd)

Announcers

Need experienced announcer for PD. Also need straight announcer. Send resume to WHAW, Weston, West Virginia. Call Ed Doyle, 1555.

Need announcer with 1st class ticket, for WIDE, Biddeford, Maine. Biddeford is located 95 miles from Boston and 15 miles from Portland and only 5 miles from New England's most famous summer resort, Old Orchard Beach, Maine. If you're the type of fellow who enjoys good friends and fine people and like good clean living, then Biddeford is the place you want to settle. Send full resume and tape to WIDE, Biddeford, Maine.

Announcer—staff work, college town in vacation country. Some experience desirable. Send tape and resume to PD, WJOY, Burlington, Vermont.

Radio announcer, WKDA, Nashville, Tennessee. Top Hooper in market. Need air salesman who knows how to follow orders and carry out station policy. Send tape and resume of experience to H. L. Glascock, WKDA, Nashville, Tennessee.

Immediate opening for experienced announcer-salesman. Good salary plus commissions on all accounts you sell and service. Total earnings should exceed $100 per week for good producer. Contact WLSD, Big Stone Gap, Virginia.

Combo man with first phone . . . emphasis on announcing. Send tape, recent photo and resume of past experience. . . . WMIC, Monroe, Michigan. . . . Tape will be returned.

Good announcer—must have good voice—no regional accent. **Quick native intelligence, humor, education and experience. Up to $100 weekly to start for responsible man with initiative and imagination. Opportunity to try new ideas. Personal interview necessary. Tape, resume to WPVL, Painesville, Ohio.**

Exceptional opportunity for salesman-announcer combination. Permanent. WSMI, Litchfield, Illinois.

Wanted: Two announcers with first class ticket. Write Box 485, Aberdeen, Maryland.

Technical

First phone operator February 25th. New England fulltime regional. State experience and references first letter. Box 593E, B•T.

First phone announcer—chief engineer, **500 watt California bay area indie. Send references-tape. Box 625E, B•T.**

First class engineer-announcer needed for new 500 watt southwest Michigan directional. Excellent potential for right man. Clean living habits essential. Must be non-drinker. Send tape, background, and salary requirements first letter. Box 708E, B•T.

First class engineer, who can handle maintenance and half-trick of announcing on 250 watt station in good condition. Excellent working conditions in college town; fishing-hunting paradise. Contact KRXK, Rexburg, Idaho.

Man with engineer experiencing re do work of Chief. Must be good announcer and able to maintain equipment. KSIL, Silver City, New Mexico.

First phone operator, 1000 watt. Opening now. Write details. WBEC, Pittsfield, Mass.

Wanted immediately—combination engineer-announcer **must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV, Radio, Boonville, New York.**

Engineer. first class ticket for remote control station with new Collins equipment. Contact Roland Potter, 4-7394, WHBG, Harrisonburg, Virginia.

Combo—or announcer interested in engineering **needed within 30 days at WNNT, Warsaw, Virginia. Daytime steady employment.**

Combo engineer for construction. Contract Mr. Bevins, WMLF, Pineville, Kentucky. Good deal.

WONW, Defiance, Ohio, has opening for first **class engineer. Excellent opportunity** for right man. Forward full information to Glenn R. Thayer.

Wanted operator with first phone license. Experience not necessary. WSYB, Rutland, Vermont.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted experienced writer for radio-tv continuity department in top midwest operation. Finest working conditions. Many extra benefits including paid vacations, Blue Cross-Blue Shield and other security benefits. Start at $60 per week, if qualified. Send sample continuity, background and recent snapshot. Box 655E, B•T.

Continuity-traffic manager (male or female) needed immediately. Replies to Box 3167 MSS, Tallahassee, Florida.

Situations Wanted

Managerial

Sales manager—personally sold over half million dollars worth of local time in one year! Only progressive management with sound product need apply. All replies held in confidence. Box 521E, B•T.

24 year veteran seeks responsible position with reliable company. Experienced all phases programming, news, management. References, interview for station offering right job at right money. Prefer south or east, but will consider all reasonable offers. Steady, dependable family man. Box 648E, B•T.

Better arrangement or management desired by sales manager with southwest major network station. Box 649E, B•T.

Working manager, married three children, age 42, managed present station in south 12 years, wants to invest, control interest and manage small or medium station in southeast. Write Box 682E, B•T.

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RADIO

Situations Wanted—(Cont'd)

Managerial

Manager desires to make change. Interested in position as a manager, assistant or sales. No tv experience but believe I could handle tv sales. Florida preferred. Would consider offer to travel Florida territory for allied radio or tv concern. Box 696E, B•T.

Manager or PD experienced announcer. Vast knowledge business, conscientious. Box 705E, B•T.

Commercial manager desires relocation with progressive radio station in Carolinas or Florida as manager or commercial manager. Box 706E, B•T.

Energetic, successful working selling general manager seeking job as manager or PD. Available now due to change in ownership of WFTC. Draft exempt, church and family man with proven ability. Top references guaranteed. Age 35. Worked at same station five and one half years. Will travel. Contact J. Harold Vester, 804 Rhem Street Kinston, North Carolina, Phone 6224.

Salesman

10 years radio sales experience. 250 daytime to 5000 network. Have been sales manager. Like to work. Single. Available. Can make money for station and myself. Have car, will travel. Will consider all replies. Ed Woodmansee, 860 South Lincoln Avenue, Springfield, Illinois, 7406.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Experienced married announcer DJ feels he is ideal for all-night pop disc show. Relaxed delivery deep rich voice. Prefer larger station. Tape on request. No obligation. Box 567E, B•T.

Combo—1st phone—5 years radio experience—512 Hiawatha Street, Minot, North Dakota. Available February 1st. Box 575E, B•T.

Staff announcer: Versed in all phases of announcing. Have had own morning show on midwestern kilowatt for past year. Two years experience, married, vet, 24. Desires to relocate this Spring. Box 596E, B•T.

Ex-B.B.C. broadcaster desires staff position or free-lance assignments. Anglo-American accent. Tapes available. Box 600E, B•T.

Baseball play-by-play announcer, seven years experience. Finest references. Box 603E, B•T.

Experienced sportscaster, strong on baseball, live tapes to prove. Excellent salesman. Featured in metronome as top DJ. Box 608E, B•T.

Personality DJ, warm, friendly style. Strong on music, news and sports. Net affiliate and indie experience. College grad. Box 622E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Want a personality? Here's one. Top radio-tv DJ in my area. Desire to move up. Emcee record hops, personal appearances, radio-tv. Staff ability, but rather not. Prefer radio and tv DJ shows. Will consider either. Veteran, family, references, brochure, tapes. Box 631E, B•T.

Experienced sportscaster-staff announcer. Fine play-byplay, sportscast, news, disc shows. References. Family. Box 646E, B•T.

Philadelphia, Baltimore area stations. Experienced, hard-hitting announcer-DJ available soon. Mature voice, judgment. Formerly WCAU. Family man. Box 647E, B•T.

Recent grad desires position with future in S.W. University commercial broadcasting experience and training includes news, sports, continuity, announcing, filming and combo. Parttime professional experience. Box 660E, B•T.

Personality jock. Top rated in major market. Afternoon Hooper of 66.7. Single, 26, sober. Seven years experience. Have reached financial peak in market of ⅓ million. Ready to move up. Minimum $7,500. Will sell. Present employer is best reference, Box 661E, B•T.

DJ, good commercial, can sell, three years experience, family. Box 665E, B•T.

Experienced staff announcer looking for sports-minded station—northeast area—strong news and sports—pleasant commercials. Box 669E, B•T.

Announcer—recent graduate. Eager for experience. Will go anywhere. Accept low salary. Box 670E, B•T.

Young, versatile announcer. Six years experience including A.F.R.S. 26, single, personable, excellent voice. Box 673E, B•T.

Vacations soon. Need a good summer replacement for news, DJ, staff work? College student with two full years solid commercial experience at good eastern station available June through August. Box 678E, B•T.

Morning announcer. First Phone—experience includes ND and copy. $95 Box 684E, B•T.

Beginner announcer, 26, married. Broadcasting school graduate. Available immediately. Resume, tape. Box 685E, B•T.

Girl personality—DJ, run own board, eager to please. Free to travel. Gimmicks and sales. Box 688E, B•T.

Announcer, mature man, single, dependable, sober, seek first radio staff job. Full or parttime announcing. Recent graduate. Box 694E, B•T.

Sports announcer, director, thoroughly experienced desires sports position in East. Box 703E, B•T.

Announcer staff, experienced, desires eastern market station, pays salary, talent. Box 704E, B•T.

Announcer, six years expreience all phases radio. Operate board. Tables. Box 709E, B•T.

(Continued on next page)

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Name______________________________

Address__________________City____________State________

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Night shift wanted. Midwest only. Six years experience, with references from all employers. Have headed news department. Veteran with college. Station sold, wants change. Box 711E, B•T.

Attending radio-television school; young; single; need experience; can do good commercial; news; play-by-play. Contact Emil Belanger, Jr., 621 Lyman Avenue, Oak Park, Illinois.

Announcer seeking permanent fulltime announcing position. Graduate of Midwestern Broadcasting school, Chicago. Married, will travel. Dale Cullen, Rt. 1, Box 190, Elkhorn, Wisconsin.

Radio, television staff. Nine years experience all phases. Sales, promotion, public relations. All experience in Ohio, Texas. Married, one child. Will relocate. Bob deVille, 15338 Triskett Road, Cleveland, Ohio. WInton 1-3460.

Available February 28th. Bill Dillner, WJBD, or Park Hotel, Salem, Illinois.

Announcer-personality. Three years experience. Desires position with progressive music, news operation. Excellent references, tape. Tom Hopkins, Box 775, Bernardsville, New Jersey. Bernardsville 8-0538, after 6 p.m.

Announcer, four years experience with first class license. Strong on sports, news. Good DJ. 28 years old, single, sober, and reliable. Available immediately. Walker Isham, 210 Commercial Street, Dayton 2, Ohio.

Beginner announcer, 26 years, negro, '56 college graduate, 1 year service announcing experience, will travel. W. L. Sanders, 10710 Magnolia, Cleveland, Ohio.

Experienced announcer. Above average. Desires above average southwest or south. Presently employed. Write or wire J. Tague, 1227½ Homewild, Jackson, Michigan.

Tully-Ho! Four months experience. Climb aboard, Castel 3-1540. Gene Tully, Box 122, Manasquan, N. J.

Announcer, 2 years experience, seeking permanent position, prefer midwest. 4825 West Drummond Place, Chicago 39, NAtional 2-1672.

Technical

Successful announcer—currently employed. Seeking improvement—sports preferred. Excellent references. Box 559E, B•T.

Experienced engineer announcer available. Box 627E, B•T.

First phone man available. Willing to announce, interested in sales. Midwest or west. Married, vet. Box 691E, B•T.

Engineer desires change, 12 years am chief, construction, maintenance, prefer west or midwest, student CREI "Practical Relevision Engineering". Will accept employment either in am or tv. Box 701E, B•T.

Programming-Production, Others

Experienced newsman. Presently employed 5 kw radio-tv midwest. Journalism degree. Desires relocation similar, metropolitan area. Four years tv experience. Married 28. Box 668E, B•T.

Radio station managers—do you need an assistant? Prefer small southeastern town operation with a future. Young, aggressive, one dependent. Vast radio, television experience. Can assume responsibility. Present position being dissolved. Available March 1st. Box 672E, B•T.

TELEVISION

Help Wanted

Managerial

CBS, uhf in 75 to 100 market class offers opportunity for general manager. Newspaper owned, operated at profit in 1956. Write Box 654E, B•T.

Salesmen

Salesman for established radio-television station, WSBT-TV. Veteran or draft exempt with one or two years small station experience in midwest. CBS affiliate, expanding market. Excellent insurance, hospitalization and pension plan. Write Personnel Department, South Bend Tribune, South Bend, Indiana.

Announcer

Need qualified staff announcer. Prefer southwesterner or midwesterner. Would consider experienced radio announcer seeking opportunity with permanence and excellent living conditions. Complete details should include picture, tape, minimum salary. Manager, KSWS, Radio and Television, Roswell, New Mexico.

TELEVISION

Help Wanted—(Cont'd)

Technical

Miami vhf station needs three tv technicians to replace key personnel who have transferred. Must be thoroughly experienced all phases studio, remote and maintenance broadcast equipment with 1st class FCC license. Salary commensurate experience and ability. Give all details including salary desired in first letter. Apply Box 517E, B•T.

Transmitter engineer for vhf station in midwest metropolitan city. Very finest equipment. One of nation's top stations. State experience, education, and provide a recent snapshot. Reply Box 656E, B•T.

Experienced video operator capable of doing general maintenance. First class license preferred. Salary commensurate with ability, WHEN-TV, Syracuse, New York.

Engineer-first phone, for tv, contact Chief Engineer, WRDW, Augusta, Georgia.

Programming-Production, Others

Tv-radio news director, experienced all phases, use of movietone, unifax, slides, and writing. SOF available. Box 710E, B•T.

Promotion, merchandising, publicity man or woman needed immediately at KSBW Radio and Television vhf network station located on California coast. Send samples, references, resume first letter. Write Department G, KSBW-TV, P. O. Box 1651, Salinas, California.

Bookkeeper and executive secretaries needed at California vhf network tv-radio operation. Ideal medium market on California coast. Send complete details, experience, and references first letter. Department D, KSBW-TV, P. O. Box 1651, Salinas, California.

Tv copywriter—leading vhf station has immediate opening for copy head. Must be experienced and thoroughly qualified to handle diversified accounts. Submit complete information, including earnings, first letter. WSAV-TV, Savannah, Georgia.

Situation Wanted

Managerial

Over 7 years tv sales experience. Currently sales manager medium competitive market. Top billings as salesman—total billings up 48% as sales manager. Ready now for that one job that's just right. It might be as general manager, sales manager or salesman depending upon station and mraket; or with leading rep firm. Must include opportunity for growth and earnings. Age 34, married, college graduate. Excellent references. Box 702E, B•T.

Salesmen

Presently employed tv sales large eastern station. 14 years broadcasting experience, last 7 in present position. Excellent working knowledge of all phases radio-tv operation. Opportunity more important than salary or location. First-rate references as to ability and character. Wire or write Box 690E, B•T.

Announcers

Warm-friendly tv personality, strong on newscasting, tops with commercials, expert interviewer. 11 years radio. 3 years outstanding tv. Now employed. Box 675E, B•T.

Technical

Engineer—fully qualified studio/transmitter operations or supervisory. Mature. Box 657E, B•T.

Engineer, married, 1st phone, 6 years experience am-tv, permanent position. Box 662E, B•T.

Young married vet. First phone, tv workshop grad. Will relocate, desire permanent position, excellent references. Box 666E, B•T.

First class license tv transmitter operator. Tv experience desirable but not essential. If you like skiing this is an unparalled opportunity. Transmitter at Stowe, Vermont. Station provide head skis. Liberal food allowance plus mileage. Reply Chief Engineer, WCAX-TV, Burlington, Vermont.

Programming-Production, Others

Producer-director. Experienced. SRT-TV graduate. Married, vet, 26. Salary $85.00. Box 664E, B•T.

KLIF and **KTSA**
Dallas **San Antonio**
need

TOP NEWSMEN

Two of America's top-rated independents, both ahead by light years in ratings, need qualified radio newsmen with good authoritative news voice to write and deliver the news. Send auditions and b.g. to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Ambitious, capable assistant director—cameraman. Presently employed top vhf. 4 years experience. Desires directing. Box 674E, B•T.

Director-switcher. Three and a half years commercial experience. Top vhf stations; desire to settle in decent vhf market. Top references. Box 692E, B•T.

Attention N. E. vhf statons. Cameraman, three years experience vhf. Creative. Available immediately. Top references. Box 693E, B•T.

Film director-editor. Seven years commercial-television experience. Sharp on buying and scheduling. Have set up and can operate department. Top references. Box 695E, B•T.

Want tv director-production or associated field. Have worked film editor-tv commercials, cameraman WPIX-TV, New York. SRT and college grad.—Announcing-director experience. Veteran, will travel. Box 698E, B•T.

Promotion manager. A young man with skill and experience in sales and station promotion. Four years television experience, 28, married. Box 700E, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

250 watt, long-established station with excellent billing, located in the northeast, for sale to community-minded persons. Buyers will please submit proof of ability to purchase with inquiry. Principals only. Box 645E, B•T.

For sale: Single station market. Remote controlled kilowatt daytimer in south. Has always operated in the black. Excellent equipment. New station wagon with mobile unit. $55,000 cash, or $60,000 with terms. Box 707E, B•T.

Station in growing secondary market with Florida's favorable living conditions. $120,000. Part can be financed. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Kentucky small market station showing profit. $80,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta. Another station in this general area showing smaller profits and priced lower.

Station within day's drive Washington, D. C. New installation in above average secondary market offered as sales of asset at $65,000 with $25,000 down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Now available. Single-station market. VHF television station. Southwest. Semi-tropical climate. Owner states urban population 100,000. Nearest competitive station 100 miles. Takes $50,000 cash to handle. Only written requests from qualified and identified principals will be acknowledged. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

FOR SALE

Stations

Listing SD. Long-established southwest AM station. Diversified market: Agriculture, military, year-round acquatic resort. Requires $25,000 cash down. Ralph Erwin. Broker. Tulsa.

Southwest—unlimited indie excellent for owner-manager. $35,000. Terms if you qualify. Contact Bob Hoskinson, 331-34 Oklahoma Natural Building, Oklahoma City, Oklahoma. Knapton Business Brokers.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

W.E. Amplifiers. Original cartons. 120C, $60; 132A, $55; 130B, $100. Used coils, W.E. 111C, $9; Langevin 602A, $5. GR modulation monitor 731A, $175. Box 683E, B•T.

For sale: Gates 250 watt 250-C transmitter available in thirty days will accept a reasonable offer. One Gates 52-CS studioette nearly new, $500.00. Frank Carman, KLUB, Salt Lake City, Utah.

150 self-supporting tower. Available soon. Reasonable. Write WBEC, Pittsfield, Mass.

For sale: Blaw-Knox guyed tower, $800.00, includes lights. Erected. Easily accessible. WCED, DuBois, Pennsylvania.

Valuable studio and transmitter equipment in good condition, low priced, send for list. WCRA, Effingham, Illinois.

For sale: 1—260 foot galvanized tower. 1—320 foot tower. 4—8x14 Andrew passive reflectors. 1—Telerox, seven element, wide spaced, special design, Channel 6 receiving antenna. Contact WDAM-TV, Hattiesburg, Mississippi. Telephone Juniper 4-8441.

RCA WX-1A field intensity meter. RUST RI-108 remote control and spare parts kit. General Radio 916-A RF bridge. S-H minitape recorder. 8000 feet Whitney-Blake #3512 audio wire. Guy C. Rauer, WEJL, Scranton, Pa.

Mobile studio, aluminum body Vanette Chev. truck, containing Onan 3.5kw 60cy generator, REL 60w fm transmitter, 153.35 mc., direction and non-directional antennas, 2 50 watt McIntosh PA amps, 4 25 watt trumpets, 4 300 watt floodlights, Gates console, air-conditioner, Propane heater and more. Guy C. Rauer, WEJL, Scranton, Pa.

Remote control and metering system. Gates M 4657—RCM 14. Like new. Three years old. Complete with tubes and five channels. Manual. Best offer. WEOK, Poughkeepsie, N. Y.

RCA console. Model 76C. Complete with power supply, tubes and manual. Excellent condition. Seven years old. Best offer. WEOK, Poughkeepsie, N. Y.

For sale—one RCA 96-A limiting amplifier with power-supply and one complete composite Conelrad receiving unit. WRMN, Elgin, Illinois.

FOR SALE

Equipment

RCA-BTF 3B 3kw fm transmitter, four bay Andrew antenna, REL monitor, complete Gates audio equipment including 52CS console and two three-speed tables, two Magnecord tape recorders, and other station equipment. Contact A. E. Kester at The Music Room, 122 N. Michigan, South Bend, Indiana.

RCA-BTA-1L transmitter complete with one set tubes, crystal for 1480 kcs, wire for remote operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Power increase necessitates sale. Priced as package for $3,750, or separately, transmitter $2,950, and remote $950. Cash sale. Write or call Stanley Ray, OK Group. 505 Baronne Street, New Orleans, Louisiana.

For sale: 435 foot self-supporting Truscon Tower. Now in storage. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

3 kw Federal Telephone fm transmitter with cable and monitors—$3,500.00. 150 foot self-supporting tower—$750.00. Phone C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

For sale: 3 kw, RCA fm transmitter, 300 ft. transmission line, modulation frequency monitor. 4 bay side mount Andrews antenna. $4,000.00 for everything F.O.B. shipping point. Aaron N. Robinson, The Dixie Network, P. O. Box 309, Jackson, Tennessee.

WANTED TO BUY

Stations

Wanted: Radio station with good potential, in Florida. No brokers please. Box 671E, B•T.

Equipment

Wanted: Good used 250 watt transmitter, turn tables and console. Box 658E, B•T.

Wanted—250 or 1000 watt transmitter for Conelrad operation. Station KDAN, P. O. Box 1058, Eureka, California. Phone HI 2-0611.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

1 kw, Channel 35, UHF equipment complete or part. Box 555, Fort Smith, Arkansas.

Wanted: Record library, especially classical and semi-classical, bridge and mood, by small university broadcasting workshop (non-commercial) now having none. Used discs must be in good condition. Write O. W. Riegel, Washington & Lee University, Lexington, Virginia.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics. Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

Here is an opportunity to enter the media brokerage business with an established organization.
We offer a position on a successful operating team to men with these four qualifications:

1. Good character and unquestioned integrity—references will be required.
2. Sales experience.
3. Financial responsibility — income is in proportion to ability and work.
4. Willingness to travel cheerfully.

PAUL H. CHAPMAN COMPANY

84 Peachtree Street, Atlanta, Georgia

RADIO

Help Wanted

Announcers

HELP WANTED

Combo-man for metropolitan network station. Must be experienced in program requirements as DJ-newscaster with at least third-class license. Age 21-31, reliable, neat with good reputation. Regular 40 hour week full vacation pay plus holiday extras. Excellent working conditions. $100 per week salary guarantee. Big city opportunity for qualified applicant capable of earning top dollar. If you are that person, send complete details, recent photo, audition tape to Box 712E, B•T.

Technical

WANTED

Chief Engineer for 5 kw directional Southern University city recreational area. Good living conditions. Send photo and references with first letter.

Box 676E, B•T

CHIEF ENGINEER-ANNOUNCER WANTED

Good position for above average man. Salary commensurate with ability. Must be good announcer and know popular music. New Gates equipment. 250 full-time network station. Located in Shenandoah Valley. 68 miles west of Washington, D. C. Contact Ken Gordon, WSPR, Front Royal, Virginia. Phone 750.

Situation Wanted

Announcers

PRESCRIPTION: **For Sad Station Managers with "Unhappy Hoopers, Poor Pulses and Anemic Nielsens!" Daily shots by No. 1 Show Surgeon now in major metropolitan market. Holder of D.D.J. and A.S. Degrees (Doctor of Disc Jockeying and Air Salesmanship). Have instruments, (hit records), will travel.**

Box 621E, B•T

RADIO

Situations Wanted

Programming-Production, Others

MAGIC FOR YOU?

No Hats With Rabbits! No Wands Or Witch's Brews! *But* Charmed Shows For Women and Kiddies—Unique D.J. Style—Remotes—Script—Copy—Creative Ideas. Young Lady, Experienced, Radio & TV.

Box 659E, B•T

FOR SALE EXPERIENCE

Need new shows? New Ideas? Someone to make them pay off? We can help you! "We" are a Radio-TV team with over 15 years successful experience in major metropolitan markets. Station managers in the New York to Washington area, let's talk over your needs in your office at your convenience.

Box 667E, B•T

ADVERTISING AGENCY

Help Wanted

Salesman

ADVERTISING AGENCY RADIO-TV SALESMAN

Experience in servicing and some selling of accounts essential. Must be good idea man and know Radio-TV thoroughly.

Will direct work of TV copywriter and work with top-notch artist.

Agency presently situated in upstate New York. Salary open. Future limited only by your ability to service accounts effectively, prepare and present proposals for new and increased business.

A good chance to go places in a growing department of a well-established agency.

Write fully, enclosing photo if you have one.

Box 565E, B•T

TELEVISION

Help Wanted

Technical

IMMEDIATE OPENING

Need top quality TV announcer-newscaster for expanding VHF operation. Excellent opportunity for man who can deliver. Write and send tape.

KWTX-TV **P. O. BOX 3128**
WACO, TEXAS

Situations Wanted

Programming-Production, Others

TV NEWSCASTER

Currently employed and well paid, with good ratings on major VHF in major northeast market area. Seek similar position with news minded V. Have copy pencils and camera, will travel. Interested? Box 699E, B•T

FOR SALE

Stations

FOR SALE WEST COAST

A *PAIR* of *TOP* "MUSIC AND NEWS STATIONS" in the TWO TOP MARKETS of the State. A great opportunity for an owner-manager to *currently* realize $50,000.00 per year income. Potential TWICE that amount. Total price for the *PAIR,* $300,000.00. Only inquiries from reputable purchasers with substantial financial background who can fully identify themselves will be acknowledged. Requires substantial down payment. Reason for sale, expansion into larger operations. Send replies to

Box 540E, B•T

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

FORMER STATION OWNER-MANAGER

Inactive for past year, now ready to buy radio or TV station. Prefer properties in California, Washington, Oregon but will consider Arizona or Nevada. Am ready to buy if you're ready to sell. Box 650E, B•T.

FUTURE WANTED!

DIRECTOR-PRODUCER-PERSONALITY
NEWS-SPORTS-VARIETY-MUSICAL-SPECIAL

Experienced all phases of Dir.-Prod. Now with successful midwest TV operation. Will trade my experience for future with larger organization. Will it be yours? Find out now! Tape, Picture, Usual.

Phone-Wire-Write

John Beatty
309 W. 7th, Apt. #11
Topeka, Kansas
Phone: Home 4-8241
TV Station 5-3473

Continued from Page 130

to extend completion date to 9-15-57.

License to Cover Cp

KGOL Golden, Colo.—Seeks license to cover cp which authorized new am, and specify studio location.

KAGE Winona, Minn.—Seeks license to cover cp which authorized new am.

WNSL Laurel, Miss.—Seeks license to cover cp which authorized new am, and specify studio location and remote control point.

KIYI Shelby, Mont.—Seeks license to cover cp which authorized change frequency, increase power, change ant.-trans. location, change ant. system and remote control trans.

Renewal of License

WMMW-FM Meriden, Conn.; WPRO-FM Providence, R. I.

Renewal of SCA

WMMW-FM Meriden, Conn.

February 19 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates: **WMLF Pineville, Ky.; WARE Ware, Mass.; KRBI St. Peter, Minn.; WELO Tupelo, Miss.; WMPT South Williamsport, Pa.; KSIX-TV Corpus Christi, Tex.; WCHS-TV Charleston, W. Va.**

License to Cover Cp

WTBF Troy, Ala.—Seeks license to cover cp which authorized change frequency, change power, install new trans. and DA-2, and change ant.-trans. location.

February 20 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Action of February 18

KHOF Los Angeles, Calif.—Granted license for fm station.

Actions of February 15

Following granted licenses for am stations: **KLUE Shreveport, La., Twin City Bcstg. Co.; WLBA Gainesville, Ga., Hall County Bcstg. Co.; KBHM Branson, Mo., Shepard of the Hills Bcstg. Co.**

The following were granted extensions of completion dates as shown: **KSAY San Francisco, Calif.**, to 5-28; **KOOS Coos Bay, Ore.**, to 7-1-57, conditions on both; **KDOO Ridgecrest, Calif.**, to 6-11; **KBBC Centerville, Utah**, to 6-27.

Actions of February 14

WHMI Howell, Mich.—Granted license for am station.

WPRE Prairie du Chien, Wis.—Granted license covering change frequency, and changes in ant. system.

The following were granted extensions of completion dates as shown: **WMYN Mayodan, N. C.**, to 6-1; **WBLK Clarksburg, W. Va.**, to 9-1; **WKBC North Wilkesboro, N. C.**, to 7-1; **WPCC Clinton, S. C.**, to 6-6, condition; **KAVL Lancaster, Calif.**, to 7-5, conditions.

Remote Control

KABI Ketchikan, Alaska; KQIK Lakeview, Ore.; WRFS-FM Alexander City, Ala.; KJNO Juneau, Alaska.

Actions of February 13

KXLU Los Angeles, Calif.—Granted license for noncommercial educational fm.

KSHS Colorado Springs, Colo.—Granted license for noncommercial educational fm.

Remote Control

WAVZ New Haven, Conn.; KBOL Boulder, Colo.; WRFS Alexander City, Ala.; KMA Shenandoah, Iowa; KICA Clovis, N. M.; WHHM Memphis, Tenn.

Actions of February 12

WDDY Gloucester, Va.—Granted assignment of cp to WDDY Inc.

WGES Chicago, Ill.—Granted assignment of license to new partnership of same name.

WNIL Niles, Mich.—Granted license for am station.

The following were granted extensions of completion dates as shown: **WRAK-TV Williamsport, Pa.**, to 8-8; **WTAP Parkersburg, W. Va.**, to 6-1; **WPTZ North Pole, N. Y.**, to 8-26; **WTOC-TV Savannah, Ga.**, to 8-26; **WWLP Springfield, Mass.**, to 6-1; **WPTV (TV) West Palm Beach, Fla.**, to 7-15; **KTVF Fairbanks, Alaska**, to 9-1; **WCDA Albany, N. Y.**, to 8-15; **WJIM-TV Lansing, Mich.**, to 8-27; **WIPR-TV San Juan, P. R.**, to 4-30.

Actions of February 11

The following were granted extensions of completion dates as shown: **KTLA Los Angeles, Calif.**, to 5-1; **KVSO-TV Ardmore, Okla.**, to 9-6; **WSEE Erie, Pa.**, to 9-1; **WSYE-TV Elmira, N. Y.**, to 9-6.

Action February 14

KBAS-TV Ephrata, Wash.—Granted STA to operate commercially on ch. 43 for period ending June 17.

February 14 Decisions

BROADCAST ACTIONS

By Chief Hearing Examiner James D. Cunningham

Ordered that hearings are scheduled to commence in the following proceedings on the dates shown: **KOVR Stockton, Calif.**, cp to change trans. site, etc., on March 4; **WAYE Dundalk, Md.**, on April 9; **Washington Bcstg. Co., Manassas, Va.**, *et al*, on April 16. Action Feb. 12.

By Hearing Examiner Hugh B. Hutchison

Progressive Bcstg. Co., Lawton, Okla.—Granted petition for continuance of hearing conference from Feb. 15 to Feb. 20 re am applications of **Plainview Radio, Plainview, Tex.**, and **Star of the Plains Bcstg. Co., Slaton, Tex.** Action Feb. 13.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y., and **WCCO Minneapolis, Minn.**—Granted petitions for certain specified corrections to transcript re WNYC application for Special Service Authorization and WCCO petition to cancel SSA, etc. Action Feb. 12.

WCAE Inc., Wilkinsburg, Pa., and **Television City Inc., McKeesport, Pa.**—Granted motions for certain specified corrections to transcript in ch. 4 proceeding involving their applications, *et al.* Action Feb. 13.

February 14 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **KPOO San Francisco, Calif., KICA-TV Clovis, N. M.**, to 5-28-57; **WMYN Mayodan, N. C., WKSC North Wilkesboro, N. C., WGLV (TV) Easton, Pa.**, to 3-25-57.

February 15 Applications

ACCEPTED FOR FILING

Modification of Cp

WGMS-FM Washington, D. C.—Seeks mod. of cp to extend completion date.

WXPN (FM) Philadelphia, Pa.—Seeks mod. of cp to extend completion date.

License to Cover Cp

KCHJ Delano, Calif.—Seeks license to cover cp which authorized change power, hours, ant. and trans.

WFBS Fort Walton Beach, Fla.—Seeks license to cover cp which authorized increase power and install new trans.

WMBO Auburn, N. Y.—Seeks license to cover cp which authorized new trans.

Renewal of License

KSEW Sitka, Alaska; WNHC New Haven, Conn.; WABI Bangor, Me.; WCOU-FM Lewiston, Me.; WBET Brockton, WFGM Fitchburg, WEIM Fitchburg, WGAW Gardner, WREB Holyoke, WHIL Medford, WHYN-FM Springfield, WARE Ware, all Mass.; WPAW Pawtucket, WWON Woonsocket, both R. I.; WDOT Burlington WNIX Springfield, both Vt.; WCHS-TV; WGAN both Portland, Me.; WBZ-TV Boston, Mass.; WMUR Manchester, N. H.

February 18 Applications

ACCEPTED FOR FILING

Renewal of License

WMTW (TV) Poland Spring, Me.; WNAC-TV and **WGBH-TV Boston, Mass.**

UPCOMING

February

Feb. 26: R.C.A. Consulting Engineers' Seminar, Hotel Statler, Washington, D. C.

Feb 27: United Press Broadcasters of Massachusetts, Putnam and Thurston's Restaurant, Worcester, Mass.

Feb. 27-March 1: Westinghouse public service clinic, Hotel Statler and WBZ studios, Boston.

March

March 1: Oklahoma Radio Broadcasting Assn., Youngblood Hotel, Enid, Okla.

March 8: Ohio Assn. of Radio and Television Broadcasters, Biltmore Hotel, Dayton.

March 10-11: Texas Assn. of Broadcasters, San Antonio.

March 15: Board of governors, Canadian Broadcasting Corp., Canadian Senate, Ottawa, Ontario.

March 13-16: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21: Michigan Assn. of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

March 22-23: Alabama Broadcasters Assn. spring meeting, Dinkler-Tutwiler Hotel, Birmingham, Ala.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 24-26: Annual Conference, American Public Relations Assn., Warwick Hotel, Philadelphia, Pa.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

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NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE

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Washington, D. C.—RE 7-0343

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QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."
Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

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MU 2-3900

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Paul Baron, Dir.: Radio-TV-FILM-Adv.

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☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

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company name

address

city *zone* *state*

Please send to home address — —

Pastore Paves the Way

A GOLDEN opportunity to solve the chronic problem of all broadcasters—the license renewal—awaits those who will arise to the challenge and go to work.

The invitation is extended by Sen. John O. Pastore (D-R. I.), chairman of the Senate Commerce Subcommittee on Communications. You can read about it in this issue.

Sen. Pastore wants broadcast licenses extended to at least five years. But he goes beyond, and suggests there may be good reasons to make licenses permanent, with the FCC to carry the burden of proof in revocation proceedings for cause.

In these columns, over the years, we have espoused longer license tenures to give stability to broadcasters who have invested hundreds of thousands and even millions, only to come to the FCC, hat in hand, every three years to seek renewals. Legislation now is pending for extension of licenses to five years, and we have endorsed this approach on the theory that progress best could be made a step at a time. Licensing in perpetuity, such as Sen. Pastore envisages, seemed to be too much to hope for now.

But is it? There is logic to Sen. Pastore's view. Months ago, Comr. John C. Doerfer of the FCC suggested perpetual licenses. Years ago, the late and esteemed communications attorney, Louis G. Caldwell, made such a proposal. But it fell on deaf ears in an era when broadcast licenses were issued for three months, then six months and ultimately three years.

Past Commissions have been loath to propose longer license tenures. The renewal permits the Commission to check past performances of stations—a form of indirect censorship repugnant to the First Amendment. A detailed renewal application, showing breakdowns of programs in various categories and the counting of commercial spots, now is required. And the applicant, of course, is placed in a vulnerable, if not untenable, position if his past "promises" have not been met.

The burden of proof appropriately should be on the licensing authority. It can use its revocation authority any time it feels that a licensee has not served "public interest". Any party can file an application with the FCC at any time for any authorized facility if it feels it can make a better case "in the public interest" for the facility occupied by another.

Sen. Pastore also suggests that network affiliation contracts perhaps should run concurrently with the station license tenure. Perhaps they could not run in perpetuity, but certainly they should extend beyond the present two-year standard, if only from the standpoint of prudent business in the light of the hazards and the heavy investments required, particularly in television.

The FCC appears before the full Senate Commerce Committee March 5. The Committee will have things other than the license tenure on its mind. Sen. Pastore, as the subcommittee chairman, will figure importantly in the March 5 and in subsequent sessions of the committee.

This is the time, it seems to us, to ask for hearings on the pending license extension proposals. And it's the time to prepare the strong case that is obvious for permanent licenses, with the burden of proof shifting to the FCC, where it belongs.

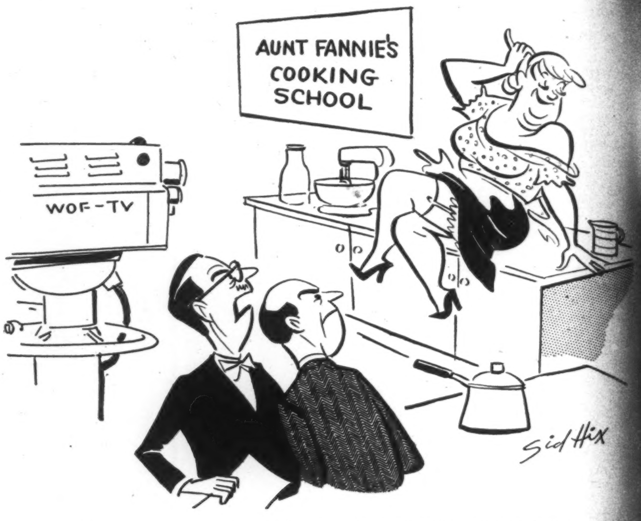
The Luther Lather

THE Action Committee for Freedom of Religious Expression, comprising representatives of several Protestant denominations, has asked the FCC to start license renewal proceedings against WGN-TV Chicago because the station yielded to purported Catholic pressure and banned the film, "Martin Luther."

The legal basis of the Action Committee's complaint is that WGN-TV failed to honor representations it had made in previous license renewal applications. In removing "Martin Luther" from its schedule, the station reneged on its promise to present discussion programs on important public issues, the committee says.

This charge is foolish, of course, but it towers like a Supreme Court decision beside the addled philosophy on which the Action Committee's complaint is built. Here is an excerpt:

"Religion and controversial issues must be given time on the air. We do not question the right of a broadcast licensee to refuse to present a bad program whether it be religious or not. We assert, however, that a broadcast licensee cannot refuse to telecast a program of a religious or controversial nature because in his opinion it might offend people who have contrary positions."



Drawn for BROADCASTING • TELECASTING by Sid H

"That's not what we had in mind when we suggested you feature cheesecake today, Aunt Fannie!"

It seems to us that the Action Committee for Freedom of Religious Expression is using in its name a word it does not understand. "Freedom" of expression does not mean freedom of access to every public forum. No one has the right to commandeer any communications medium for the transmission of his views.

It was clearly the right of WGN-TV to reject, or accept, "Martin Luther," although we cannot say that the station exercised that right with conspicuous fortitude.

Of all the charges made against WGN-TV by the Protestant committee, only one is justified. The committee says the station was "timid" when it knuckled under to pressure and called off the scheduled presentation of the film.

There can be no argument that WGN-TV was timid, but should a single showing of timidity deserve so stern a judgment? Is there a newspaper, a magazine, any individual that has acted invariably with spotless courage?

The greatest contribution that the Action Committee for Freedom of Religious Expression could make to the cause of freedom would be to withdraw its FCC petition and call off the propaganda campaign it has been conducting. Pursuit of the committee's present course will lead only to an intensification of sectarian bickering—to the detriment of the nation's spiritual, intellectual and cultural well-being.

In the Family

UNLIKE many other publications and the Assn. of Radio-Television News Analysts, we can't get worked up over CBS's censoring of Eric Sevareid and rebuke to Edward R. Murrow.

The incidents have been the subject of widespread publicity, and last week the news analysts society officially upbraided the network for killing a Sevareid script that criticized the U. S. ban on newsman travel to China and reproving Mr. Murrow for going on the air with similar views.

To us, the matter is entirely an internal affair. Top news management at CBS, and indeed at every other network and station, has the duty to edit news and analysis. To let reporters and analysts go on the air cold would be an abdication of management responsibilities. This principle applies even to newsmen of such undeniable talent and judgment as Messrs. Sevareid and Murrow.

If an editor erred at CBS, it is a situation to be corrected within the family. There is no occasion for an outburst of talk about the suppression of opinion on the air.

NETWORK QUALITY

at the local level!

"TONIGHT" from Houston

When Steve Allen and cast came to Houston for a "Tonight" telecast from the Shamrock Hilton, KPRC-TV provided complete production and engineering facilities for the network pick-up The hour and a half show was picked up from the hotel lobby, ballroom and outside pool by an experienced KPRC-TV staff of 27 men. This experienced staff makes "network quality" possible on KPRC-TV from sign-on to sign-off. Houston viewers have expressed their appreciation by keeping KPRC-TV first in the market for 8 years. Your clients need the station that can *really sell the market.* It's your move.

KPRC-TV

HOUSTON

CHANNEL 2

JACK HARRIS
Vice President and General Manager

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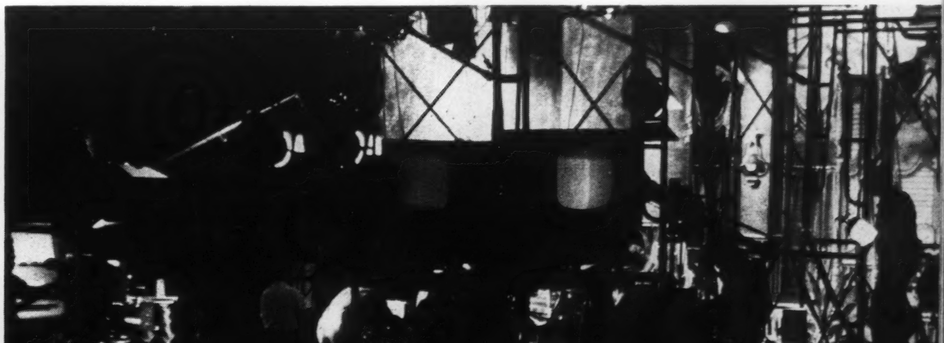KPRC-TV THE MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET!